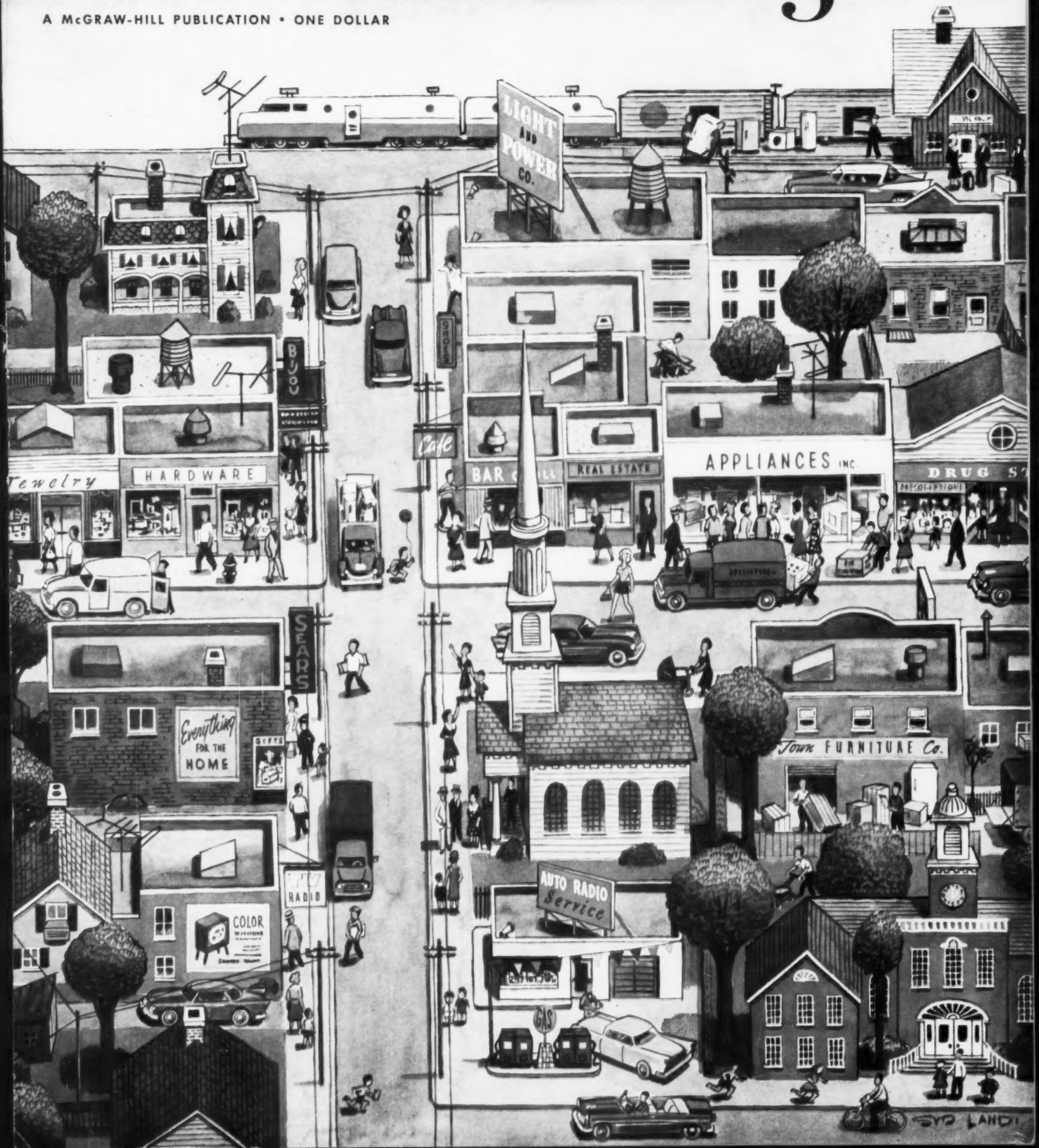


PLAN NOW FOR RETIREMENT...page 41

Electrical Merchandising

JULY • 1958

A MCGRAW-HILL PUBLICATION • ONE DOLLAR



and Now... **THE JACKPOT**



Ten months ago Speed Queen super-charged the home laundry appliance field with a sensational new deluxe dryer

... equipped with a stainless steel drum!

Sales to date have been phenomenal.

Now Speed Queen has introduced another new dryer

... with the same exclusive stainless steel drum

... but with a price tag that matches the many low-priced, mine-run, featureless dryers now in the field.

Sounds unbelievable; but it's true!

It's the home laundry jackpot of the year!



Matches models A24 and A25 Automatic Washers

100F ELECTRIC
134F GAS



**McGraw
Edison**

SPEED QUEEN

A Division of McGraw-Edison Co.
Ripon, Wisconsin

SPEED QUEEN

Famed for Dependability

OCTOBER DATING PLAN ON DRYERS
with **price protection**
guarantee

SPOTLIGHT...a quick look at what's going on

JULY 1, 1958

"Perkier appliances"---that's the headline the "Wall Street Journal" used last month to describe the appliance business. We've read the same figures the "Journal" used in its story and we've done a lot of additional checking---a good deal of which is reported elsewhere in this issue. The conclusion is inescapable: things are really looking up for the appliance-radio-TV industry.

More and more of the basic economic indicators are beginning to turn upward. Take a look at the Quick-Check table (page 9) and you'll see what we mean. . . Next, read through the regional trend reports (beginning on page 13) and you'll notice at once an underlying air of optimism on the part of dealers. . . Then, check the tables on pages 20 and 22. The one reporting manufacturer shipments is beginning to show more and more "plus" signs after being dominated by "minus" signs. And the How's Business report on retail activity (page 22) shows a corresponding turn upward. . .

Even against this generally bright background there are individual segments of the market which stand out even more. The farm market is a good example; farm income this year will be up over 1957 by anywhere from five to ten percent (page 24). . . That statistic was translated into specific terms last month by "Farm Journal" marketing men who asked 98 distributors in 35 markets how first quarter business had been. In all but the eastern areas distributors reported 1958 running ahead of 1957 (for their markets as a whole, both rural and metropolitan). The magazine's experts contended that even in the East a "city" sales slump was being partially offset by a "steady surge" in rural trade, lending backing to their claim that rural purchasing power was the "current economic bright spot". . .

But there were "bright spots in the cities, too. In New York, A. M. I. Inc., reported it had sold 3000 of its new portable washers between April 14 and May 22. . .

There was optimism, too, at the NEMA meeting in Ponte Vedra, Fla. (page 65) where major appliance executives met last month.

Realistic despite their optimism, the manufacturers were told that competition in the form of gas is as much to blame for slumping business as are general economic conditions. "We have lost ground in sales of three major appliances. . . and it is up to the electrical industry to reverse this trend," Philco's J. A. Schiavo warned the group. . . And at the EEI convention in Boston, G-E's Ralph Cordiner told utility men that manufacturers were calling for "reinforcements" from utilities. Advertising alone, however, is not enough, Cordiner warned. In particular he asked combination utilities to see that customers get a "truly free and fair choice" between the two fuels. . . The EEI convention gave its approval to the ambitious "all electric" promotional campaign proposed at the group's Chicago sales conference earlier this year but specified that combination utilities will be represented on the steering committee. . .

But perhaps the brightest news on the industry horizon was the appearance of some dramatic new products. As expected, most phonograph manufacturers went all-out for stereo and players of this type dominated new products announced by RCA, Zenith, Admiral, Philco and Sylvania. . . Philco's new TV line with "separate" chassis and picture tubes also aroused heavy comment (For details of all these lines see the New Products section beginning on page 99). . .

Also new, but still not yet in commercial production, are a pair of "thermo-electric" housewares to be shown by Westinghouse at the Housewares Show. These represent "significant" improvements on earlier electronic appliances which use the Peltier principle to cool and heat. The two prototypes by Westinghouse are a bottle warmer for home use and a similar unit for auto use. The unit would keep a bottle of milk refrigerated until a given time, then reverse this and warm the liquid. . .

All of which was heartening news for appliance dealers who, though encouraged by recent developments, still reported a net profit for '57 of only 1.6 percent (page 64). . . For them the upturn was as overdue as it was welcome.

Westinghouse offers you your biggest

OPPOR



*Just one example of the kind of opportunity
offered by the new Westinghouse OAS Franchise*

WESTINGHOUSE BILL OF RIGHTS

A new deal for appliance dealers guarantees

The right to operate under a selective franchise.

The right to reap the rewards of both your and Westinghouse's merchandising efforts in your area . . . which will cover an adequate territory.

The right to expect to be better off and more secure in each succeeding year.

The right to expect your partnership with Westinghouse to be a long and mutually profitable association.

The right to the full sharing of a new level of Opportunity, Assistance, Security.

Representatives of the Westinghouse Distributing Organization are presenting complete details to interested dealers. If you're eager to improve your retail operation, if you're

anxious to establish a more reliable business partnership, contact the Westinghouse Distributor in your area while an OAS Franchise for your market is still available.



TUNITY



OPPORTUNITY DAYS PROMOTION

Prices lower than in '48 give your customer a reason to buy now!

Here's the story Westinghouse and Westinghouse dealers are telling your customers in newspapers and on TV! Tell it, sell it. It has all the excitement of a sale . . . and lets you show a profit! Terrific! And timed for record summer volume.

Your Westinghouse Distributor can give you all the details!

YOU CAN BE SURE...IF IT'S **Westinghouse**

Westinghouse Electric Corporation, Consumer Products Division

ELECTRICAL MERCHANDISING—JULY, 1958

PAGE 3

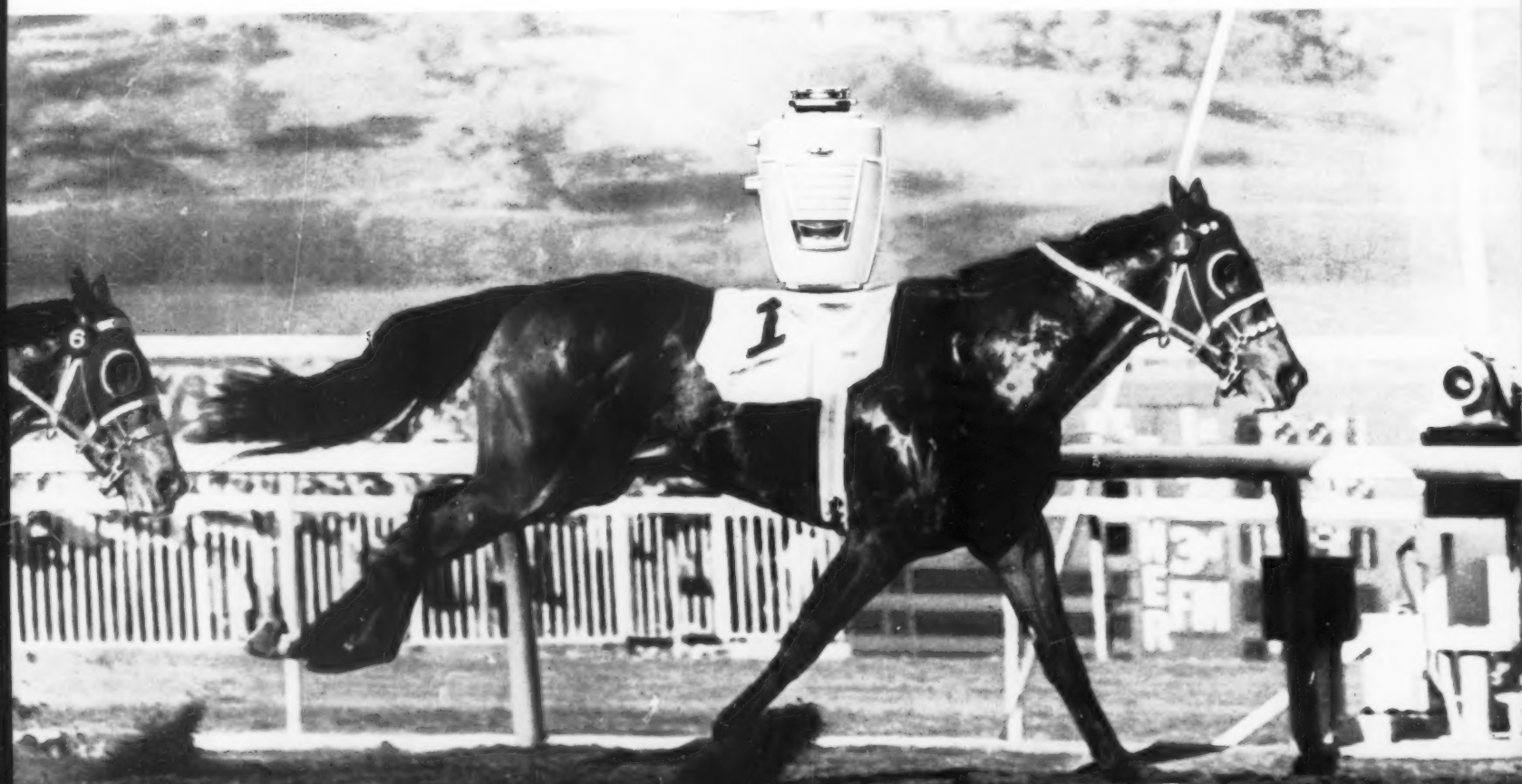


ODDS-ON-FAVORITE

With the extra capacity, and heavy duty durability formerly found *only* in expensive restaurant disposers...plus the 95% quieter *Magic Sound Barrier*...and up to 5 times faster *Liquifying Action*...the magnificent IMPERIAL HUSH is truly the class of the thoroughbreds—pace setter on America's fastest tracks!

Here's the hottest tip of the season: break out front...stay on top of the pack from wire to wire...bet the WASTE KING dishwasher and disposer entry across the board. It's the odds-on-favorite to make more money for you.

See your Appliance Distributor or write today for full information about WASTE KING.



WASTE KING CORPORATION

3300 E. 50th Street • Los Angeles 58, Calif.

DISHWASHERS • DISPOSERS • BUILT-IN RANGES • INCINERATORS

Waste King®

Advanced knowledge, pace-setting techniques go into every WASTE KING appliance.

You *know*: if it's WASTE KING it's right!

Exacting quality control, maximum-standard manufacturing methods go into every WASTE KING appliance.

You *know*: if it's WASTE KING, it *stays* right!

Strong advertising and sales promotion on a week-in, week-out basis coast to coast back WASTE KING appliances.

You *know*: if it's WASTE KING, it *sells* right!

Electrical Merchandising

JULY 1958

A MCGRAW-HILL
PUBLICATION

IN THIS MONTH'S ISSUE.....FOR BETTER MERCHANDISING

Spotlite... a quick look at what's going on

Trends... the national picture

Trends... region by region

Manufacturer Shipment Statistics

How's Business... retail sales at a glance

Stock Market Report... the industry on Wall Street

ECONOMIC CURRENTS:

Farmers: Prosperous Despite a Recession

MORT FARR SAYS: We Must Merchandise Credit

Plan Now for Retirement

C. M. DAVIDSON

Look What a TV Show Did For This Dealer

How to Recondition a Refrigerator for \$18 BILL MCGUIRE

Full Value From Your Radio Advertising BILLY BARNES

Better Home Merchandising... the department of ideas

He Built a Portable Theatre to Demonstrate Color

How to Figure Your Break-Even Point W. R. DAVIDSON

He Specializes in Ranges

Profile of Your Customers

Better Kitchen Merchandising

Two Way Stretch on Kitchen Bids

How Do You Close a Kitchen Sale?

Service Made the Profit Difference: Narda's Survey

Nema Meeting: No Pessimism at Ponte Vedra

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Is the industry shaking off the doldrums which have beset it in recent months? You can't help but say yes after reading these six up-to-the-minute departments which month after month help you spot developing trends within the industry. And after you've read them this month pass them on to your salesman—the good news they contain is a surefire morale builder.

Young or old, you won't want to miss this helpful column on how to plan your eventual retirement. It's written by a dealer who has done just that—and successfully.

Can you make a big price look small? This kitchen dealer does and in this revealing article he tells you all about an estimate form which lets him sell up or down without losing his kitchen prospects.

Curious about stores? You're not alone—everybody in the business has questions he wants answered about this glamorous new product. The best place to look for straight-from-the-shoulder answers will be next month's issue of ELECTRICAL MERCHANDISING. It will contain a Special Report packed with information on stereo, hi-fi, and radio. Don't miss it.

Jumbo-size traffic builder!

cash in on summer profits with a
West Bend outdoor dining "natural"



completely immersible



automatic griddle 'n server



- SLOPING GRILL
- HANDY POURING LIP
- GREASE WELL AT BACK
- EXTRA-THICK ALUMINUM
- TEMPERATURE GUIDE ON HANDLE
- GOLD 'N BLACK TRIM

Size, features, versatility—West Bend's beautiful Automatic Griddle 'n Server has everything to appeal to those happy outdoor cooks. It's extra large: the Griddle 'n Server has over 200 square inches of cooking area . . . cooks 15 hamburgers or 4 large steaks, even makes a complete dinner for a patio party. And every part of the grill maintains the same, even temperature. The Griddle 'n Server is designed with terrific selling features: including a sloping grill with grease well at the back, temperature guide, and gold 'n black trim. And it's completely immersible for easy cleaning. It's versatile: the Griddle 'n Server fries, bakes, grills, warms, even serves—and makes all cooking so much easier.



feature
West Bend's complete
Cook 'n Serve line
with this compact display

11"
AUTOMATIC
SKILLET
\$16.95* retail
with gold
color cover
\$17.45* retail

3 QT.
AUTOMATIC
SAUCE PAN
with trivet
\$12.95* retail

12 1/4" x 21"
AUTOMATIC
GRIDDLE 'N SERVER
\$21.95* retail

AUTOMATIC
HEAT CONTROL
\$5.95

*WITHOUT HEAT
CONTROL

Cook 'n Serve appliances and compact, eye-catching display are dynamic selling package. Merchandiser in red and gold, with black wrought iron stand, takes minimum of counter space.

WEST BEND ALUMINUM CO.
DEPT 187, WEST BEND, WISCONSIN

Electrical Merchandising

JULY, 1958

VOL. 90 NO. 7

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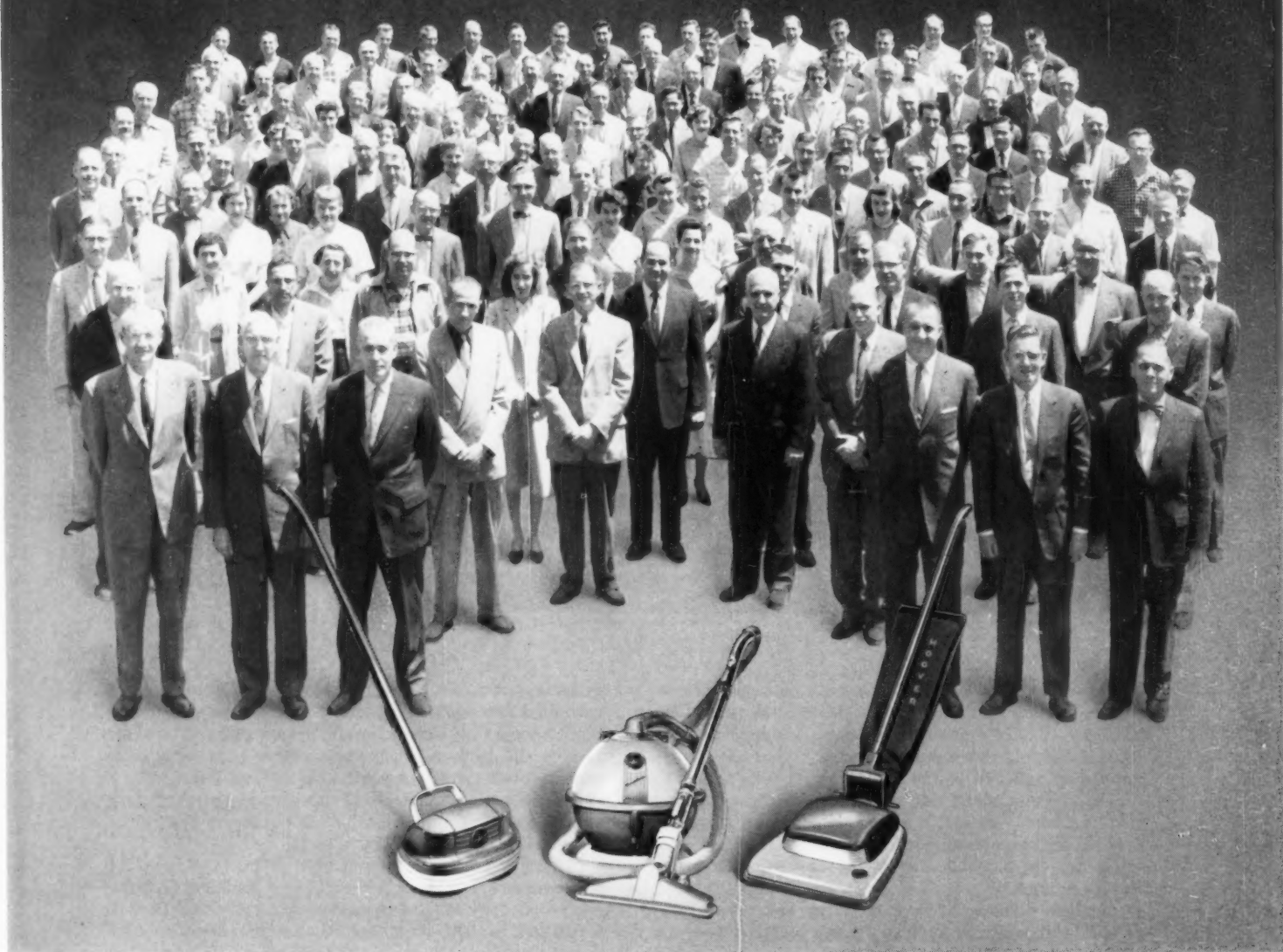
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What makes HOOVER the biggest name in floor care?

...engineers

(most and best in the industry)



This is the Hoover engineering team, 126 strong (count 'em)!

It's the biggest and best engineering staff in the world devoted exclusively to floor care.

These engineers are probing, testing, designing, improving, inventing every day of every year.

They're the reason Hoover holds 766 active patents—more than any other vacuum cleaner company. Exclusives like the double-stretch hose and the “walks on air” features of Hoover Constellations,

the Automatic Shift and the “beats, as it sweeps, as it cleans” features of Hoover Convertibles, and the “Do-All” brushes of the Hoover Polisher. Features that really pitch in and help you sell.

No wonder more women want a Hoover than any other brand. (That's true year after year, according to independent surveys.)

So doesn't it just make good sense to sell the brand your customers already want? The Hoover Company, North Canton, Ohio.

HOOVER

FIRST FOR FIFTY YEARS



ELECTRICAL MERCHANDISING—JULY, 1958

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“...in an appliance...
the one thing
that all women
want the most
is dependability...”

Frances Michael

Director, Home Economics Institute
Hotpoint Co.

Hotpoint trends

Women want many things in an appliance, such as clean, modern styling and work-saving devices. However, the one thing that all women want the most is dependability—the knowledge that an appliance will do its job—completely, efficiently, and reliably.

In recognition of this fact, Hotpoint was the first manufacturer to establish a Home Economics Institute. In the Institute, every pilot model is pre-tested and must first prove the dependability of its results before it goes into production.

Ranges must cook, bake, broil, fry, and roast everything that a housewife could conceivably want to prepare. Laundry units are tested time and again with actual family-used garments which include all types of fabrics

and all types of soil. Refrigerators and Freezers are loaded with food and liquid containers of every type and dimension to accurately determine the proper size and level for shelves and baskets. Dishwashers must pass exhaustive tests involving every possible kind of food soil.

Thousands of these tests are carried on every year under scientific conditions which duplicate the actual use of each appliance in a modern home.

As a result of constant pre-testing and product improvement, Hotpoint Dealers can be confident that the equipment they sell is dependable—that it will do the job for which it has been purchased. Such proved dependability means enduring satisfaction for the housewife—and it is an invaluable sales asset for Hotpoint Dealers.

Hotpoint Dealers' profit opportunities are greater than ever before...

If you're not a Hotpoint Dealer—you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! *(your customers do!)*

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION



QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	140	137	172	17.1% down
RETAIL SALES total (\$ billions)	16.5	16.1	16.4	.8% down
DEPARTMENT STORE SALES index (1947-1949=100)	133	131	135	3.0% down
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	354	359	354	.5% more
FAILURES of appliance-radio-TV dealers	37	58	47	2.3% more
HOUSING STARTS (thousands)	105.0	95.0	103.0	.1% up
AUTO OUTPUT (thousands)	349.5	316.5	531.4	33.7% down
DISPOSABLE INCOME annual rate (\$ billions)	300.1	302.1	296.1	1.4% up
LIVING COSTS index (1947-1949=100)	123.5	123.3	119.3	3.5% up
CONSUMER SAVINGS annual rate (\$ billions)	18.9	19.8	19.5	3.1% down
UNEMPLOYMENT (thousands)	4,904	5,120	2,715	69.9% up

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau)

The Housewares Show in Atlantic City dominates the early July merchandising picture in the appliance industry. Here are a few facts which should help you put this year's activity in perspective.

The statistics which follow were developed by the National Housewares Mfrs. Assn. in a survey of buyers and manufacturers. The most significant finding, perhaps, is that first quarter business was apparently much better than you might imagine.

As a matter of fact 51 percent of manufacturers said 1958 volume was better than that in the same quarter of 1957; only 33 percent of buyers, however, reported such an increase. The survey showed that 48 percent of the latter group reported declines but only 35 percent of manufacturers said their business was down.

What's ahead in housewares business? For the rest of the year dealers are almost evenly divided on whether business will go up, down, or remain even. A strong 52 percent of manufacturers, however, feel business will be "up", 30 percent say "the same" and only 18 percent say "down."

If you're looking for color trends in housewares you'll

be interested to know that both manufacturers and buyers in this survey agreed that color preferences in 1959 would run like this: yellow, pink, turquoise, white, red, green, blue, black, copper.

Don't go jumping to the conclusion that G-E's housewares division is about to abandon its distributors. Lots of people are going to be tempted to draw such a conclusion from the fact that a special "Southport" blanket line has been introduced by the division for direct sale to key accounts. So we asked G-E officials about this. Their answer was quick and to the point: they have absolutely no plans for using direct to the dealer distribution on any other product.

The blanket picture is unique for several reasons. For one thing, G-E produces several "lines" of blankets and the Southport models will be the top price line. Many housewares manufacturers are skeptical about getting true mass volume out of dealer-direct distribution. But a top-priced line doesn't demand "mass" volume in this sense. In the meantime, the company's other blanket lines will be available to the firm's full dealer structure. In addition, electric blankets are a curious hybrid—part appliance, part bed-

(Continued on page 10)

SKYROCKET

YOUR ELECTRIC BLANKET SALES without DISCOUNTING!



Crestwood

"Custom Formed"

**FULLY AUTOMATIC
ELECTRIC BLANKETS**

Get on the **FULL PROFIT** bandwagon with the fast selling Crestwood line—priced to outsell all competition—**WITHOUT DISCOUNTING**—and still allow you your **FULL MARK-UP!** You get many quality features found in competing, higher priced brands—**PLUS—**

- EXPENSIVE SEWN CONTOURING
- UNCONDITIONAL 2 YEAR GUARANTEE
- FULLY AUTOMATIC BLANKET CONTROLS
- **sanifresh** BACTERIA RESISTANT BINDINGS
- COLORFUL SELF SELLING, DISPLAY PACKAGE

... ALL at a price that only the world's largest electric blanket manufacturer could offer! Enjoy increased electric blanket volume and profits—sell Crestwood!

**AVAILABLE ONLY THROUGH
YOUR DISTRIBUTOR**

In all models, sizes and popular colors

NORTHERN ELECTRIC COMPANY

5224 North Kedzie Avenue • Chicago 25, Illinois

**WORLD'S LARGEST MANUFACTURER OF ELECTRIC
BLANKETS AND HEATING PADS**

FROM
\$19.95
RETAIL

trends

CONTINUED

ding. Direct distribution is far more frequent in the blanket industry than it is in the appliance industry and so such distribution of an electric blanket is not unusual in the sense that the product is partly a bedding item.

But the real reason for G-E deciding to market a separate line in this fashion is pretty obvious: since each dealer will sign a separate franchise agreement, the company will be able to maintain list prices on the line in all but the seven states and the District of Columbia where such agreements are not permitted. This will, in turn, keep the key accounts happy—which is exactly what G-E hopes to do.

For dealers not handling the new line, G-E points out that the extra promotional effort put behind it by the key accounts should make the public more blanket conscious and any blanket dealer should be able to cash in on this added business.

Even though G-E has no plans to sell other products direct to dealers, this is just the course of action being

urged on manufacturers by department stores hurt badly by the end of Fair Trade.

That much was made clear in a speech by William Burston of the National Retail Merchants Assn. last month to the Mutual Buying Syndicate. Burston said department stores have "no possible hope" of making a profit on electric housewares at today's prices and he warned that stores have adopted a score of different devices to cut their losses—all at the expense of the manufacturer. If the stores' interest is to be revived, the manufacturer must find some way to stabilize retail prices. Here's how the stores think it could be done: stop selling chains at distributor prices; work for passage of an effective Fair Trade law; prevent trans-shipping; and in particular sell the department store direct.

Just one more thing: now that the biggest price-cutting spree seems finished Burston sees prices climbing upward again from near cost to somewhere between 20 and 25 percent, the markup prevailing in non-Fair Trade states. *End*



AIR CONDITIONER TIMER

Turns on when you need it...
shuts off when you don't—
automatically!



Remembers to shut off air conditioner
after you fall asleep.

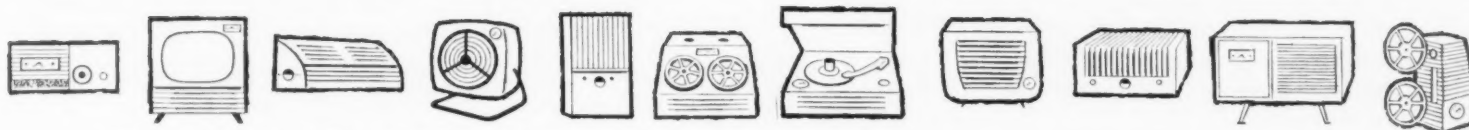
The fabulous Telechron Air Conditioner Timer puts a built-in memory in your unit . . . turns air conditioners *on* and *off*, automatically . . . adds the perfect extra for your *set-it, forget-it* customers! And this compact timer makes sense. Here's why: It turns cool air on *only* when you need it . . . shuts off *automatically* when you don't . . . makes for less costly operation and less wear and tear on the machine.

And remember, when you specify a Telechron Timer, you're adding a timer *custom-styled* to complement your newest product, *engineered* for service-free operation, and *competitively priced* to outvalue competition. For a larger share of the market, team with Telechron Timers for higher profits. Telechron Timers, Clock and Timer Department, General Electric Company, 416 Homer Avenue, Ashland, Massachusetts.



Remembers to turn on air conditioner
before you return home—skips days you're away.

TELECHRON TIMERS...especially designed for *set-it, forget-it* living



There is a Telechron Timer or Motor for every product that needs timing

World's First Submersible Automatic Coffeemaker!

by
Presto®



IT'S STAINLESS STEEL... IT SELLS FOR ONLY \$24.95[†]
New Ideas From Top to Bottom... To Make the Perfect Cup of Coffee!

INCLUDES CORD
AND COFFEE MEASURE

- **WASHES COMPLETELY UNDER WATER.** "Perfect coffee every day because yesterday's coffee is washed away." The Coffee Brewing Institute says that Rule No. 1 for perfect coffee is a spotlessly clean coffeemaker. And Presto washes completely under water, even in a dishwasher!
- **GLEAMING STAINLESS STEEL.** Stays beautiful even after years of use. Matches other modern kitchen and table utensils.
- **OPEN SPOUT FOR EASY CLEANING.** Spout cleans as easily as a cup.
- **EXTRA WIDE "HEART OF GOLD" COFFEE BASKET.** Easier to fill, easier to keep clean... extracts all the goodness from the coffee.
- **NO CONTROLS TO SET.** Changing brewing time only under-brews or over-brews. Presto makes coffee the *one right way*... brewing for the exact time coffee experts recommend, without boiling... automatically.
- **PILOT LIGHT SIGNALS.** Shows at a glance when coffee is ready to serve. Once brewed, coffee is automatically held at the perfect serving temperature.

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin Makers of Presto Cookers, Canners, and Control Master Appliances



THE FIRST AUTOMATIC COFFEEMAKER
APPROVED FOR SUBMERSIBILITY BY
THE UNDERWRITERS' LABORATORIES



115 Volts, 500 Watts, AC Only,
Shipping Wt. 3 lbs. 10 oz.

†Manufacturer's recommended retail price. Fed. tax included.

**Your Presto Salesman
is on his way with the "Coffee
Break for '58". A red hot campaign
to start sales perking!**

trends

REGION BY REGION

THE EAST

By John Richards



Muggy weather lifts sights for AC, fan season . . . Promotional and sales vigor force sales . . . New products stimulate a sulky market

WE'RE doing all right, but we're not making hay the way we usually do this time of year. Air conditioners and fans got off to a poor start. A few hot, humid weeks would be a blessing."

A dealer 15 miles north of Philadelphia made the statement. Last month it applied for appliance-TV dealers in the arc around Philly and on into Jersey. Harrisburg, Reading, Allentown, the anthracite, mill, and shoe centers straight north from there, and the tier counties of New York were no better off. Nor were Buffalo, Boston, Providence, Bridgeport, and Hartford. In metropolitan New York there occurred some early sales. But the picture for the broad New York-New Jersey belt was identical with the rest of the Eastern seaboard.

Refrigeration sales slid slowly upward all over the East with the coming of hotter weather. With laundry, hi-fi and portable TV it contributed to favorable balance sheets for the mid-May to mid-June period.

In East Northport, Long Island, one dealer was elated that volume swung upward after a rough April. He was working on a promotion budget stepped up 10 percent over last year. Alert merchants in Harrisburg, Allentown, Washington and Newark agreed with one Manhattan dealer's succinct and pithy remark:

"You can't sit on your butt and 'but.' You've got to promote. And you've got to tailor your expenses to your tighter margins."

How? In the world's toughest market? "Vigor!" he says. "In promoting, in selling, in cost watching!"

No dealer in his right mind figures the industry is standing still, despite tougher than usual sledding.

Masters, always in there punching, is expanding in Elmsford, N. Y. already. A big hunk of the expansion will be a supermarket leased to Grand Union. The Korvette-Penn Fruit smoke may signify a real merchandising fire. Some months back a big New York chain exec seemed to be dickering with Penn Fruit.

Meanwhile, dealers of all sizes are looking at some bright spots. Enthusiasm runs high for the half dozen new stereo lines. What stereo requires is some earthy specializing, something dealers big, small, and promotional throughout the East seemed ready to give it. Always alive to anything new which obsoletes the old, dealers likewise eyed the new TV lines, including Philco's flat-flat line, with its "briefcase" portable and models with the picture stripped from its chassis for placing as much as 25 feet away.

As one dynamic dealer said, "It makes the rest of the summer and the Fall look mighty bright indeed."

THE MID-WEST

By Ken Warner



Dealers see daylight . . . The right promotion still sells . . . Air conditioner sales wait for the weather in the cities.

IT'S harder and harder to push the right button," says one small town dealer, "but when you finally find it, you move the merchandise." One "right button" for this man was an "over the barrel" sale, offering any or all of three or four appliances at \$188 each.

Rural dealers are getting farmer traffic again, and according to one, "We're getting some of that hog money." That goes for cattle, too, says a dealer in another area. Prices on both are very favorable and this augurs well for the rest of the year in farm areas.

Downstate Illinois dealers seem to be racking up air conditioner sales on the heels of early warm weather. One dealer is five weeks ahead of last year in coolers, and finds the rest of his business holding up, too. His general reaction: "I guess I didn't have a recession after all."

In Chicago, dealers are counting their air conditioner inventory and reading the weather reports. They say air conditioners aren't moving in volume yet, but it's evident that the coolers are moving. One dealer is getting units out of his warehouse by the truckload regularly. One south sider has busied himself in the early season by concentrating on small business sales, with good results. Some Chicagoans think that fans will be a problem this year, though they look for good results from "suitcase" models.

Out in Kansas City, Mo., Kansas City Power and Light is chortling over a range campaign—they upped last year's first five months' sales by 34 percent, moving 1137 ranges in a ten-week promotion.

Further west, around Wichita, Kansas Gas and Electric sees a break already here. Figures are in registering gains in key majors—ranges, dryers, and refrigerators the further they get into 1958.

Rundown of products moving well still skips all over the lot: Laundry merchandise is down in Indiana, up in Minnesota and "fair" in Wisconsin according to one sample, but it would be easy to find dealers to reverse this record. TV seems to have weathered April and May and is selling again. Where there's any hi-fi business, it has continued strong, but hi-fi isn't universal in the small towns yet.

In the twin cities of Minnesota, the catalog is still a problem, but dealers seem to be cooling off. One reports that his technique for shoppers in catalogued lines is to take them back, show them a crate and match the catalog price. He then lists uncrating charges, delivery charges, service, etc., to get the price back up.

(Continued on page 16)

How RCA WHIRLPOOL pre-sells more



keeps food country

RCA WHIRLPOOL with Air Purif

Purified air actually circulates through this new RCA WHIRLPOOL refrigerator-freezer . . . and that's what keeps your food country-fresh so much longer! The Air Purifying

System helps n bacteria grow! See this new RCA WHIRLPOOL white—at your



NEW BUILT-IN STYLING—for a "planned-in" look in any kitchen!

- Big family-size, 9 cubic feet refrigerator, almost 4 in the separate degree freezer • Special Moisture temperature keeps meats moist • see-through tip-out fruit bin • crisper • Three ice cube trays • Ejector that zips cubes out, drops

BETTER HOME APPLIANCES
... FOR BETTER HOMES



Whirlpool Corporation, St. Joseph, Michigan (Use of trademarks RCA and Whirlpool authorized by trademark owner, Radio Corporation of America.)

Month after month, exciting advertisements like these, in full color, pre-sell your customers on the important benefits they enjoy with RCA WHIRLPOOL home appliances

New RCA WHIRLPOOL with wash 'n wear cycle gives you all four washday benefits



- 1. Wrinkle-Free!** No more drip-drying . . . no more hand-laundering. This is the only washer and dryer with a special 3rd cycle for the wrinkle-free laundering of all Wash 'n Wear garments.
- 2. Automatic Fabric Control.** Now laundering is so simple a child can do it. So flexible you wash and dry *all* your clothes with complete safety. You just dial the fabric. Automatic Fabric Control selects correct temperature, speed and time for perfect fabric care.
- 3. No objectionable lint on your clothes** with the full-time Built-in Lint Filter. No tray in your way, either. 1199 drainaway openings in the tub that drains soil *away* from clothes, not through them.
- 4. Even Cold Water Washing.** 3 cycles—normal, gentle, Wash 'n Wear—plus *five* wash temperatures. Even safe Cold Water Wash for shrink-prone woolsens, delicate synthetics. Less shrinking—less wrinkling!

BETTER HOME APPLIANCES
... FOR BETTER HOMES



Whirlpool Corporation, St. Joseph, Michigan (Use of trademarks RCA and Whirlpool authorized by trademark owner, Radio Corporation of America.)

advertising in Reader's Digest home appliances for you...



"We chose Reader's Digest because it reaches the largest audience of appliance-buying customers. And, because people believe what they read in this magazine, more shoppers will come in and ask for RCA WHIRLPOOL appliances."

—Jack Sparks, *Director of Marketing, Whirlpool Corporation*

Here's a hard-hitting RCA WHIRLPOOL advertising program in Reader's Digest that pre-sells more home appliances for you in many important ways:

Reaches more home-appliance buying customers. In a recent survey, Alfred Politz Research, Inc. revealed that one-third of the best prospects for appliances read the Digest.

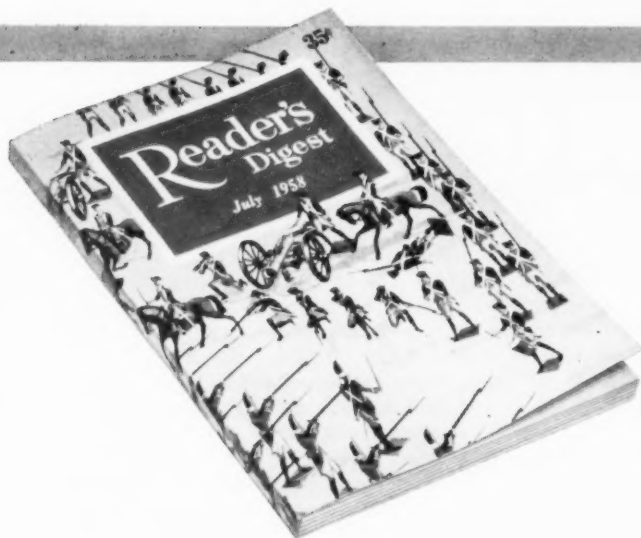
Reaches more people in your neighborhood. Month after month, RCA WHIRLPOOL advertising pre-sells your customers in the Digest, the magazine one out of four families in every neighborhood across the nation buys and reads. Digest circulation parallels population groups

in all kinds of marketing areas—urban, suburban and rural.

Read more often than any other magazine. Over 32 million people read every issue on an average of 5.3 different days. This extra readership provides extra selling opportunities for you.

Sales results are great. Reader's Digest moves more appliances because it moves more people. The Digest is an important showcase for selling RCA WHIRLPOOL home appliances.

Put powerful RCA WHIRLPOOL advertising to work for you. Display and promote these home appliances.



Note to advertisers:

For a report on how Reader's Digest reaches your best prospects, call or write Reader's Digest, 230 Park Avenue, New York 17, New York.

People have faith in
Reader's Digest

**Largest magazine circulation in U. S.
Over 11,850,000 copies bought monthly**

trends

REGION BY REGION

THE SOUTH EAST

By
William McGuire



Business is good . . . And everyone expects it to get even better . . . A good summer and a "normal" year is consensus of dealers

BUSINESS was good in most of the Southeast in May, and better in early June—with indications that the best was yet to come.

Appliances and TV showed surprising strength in May. For a big-volume, multi-outlet Birmingham firm, it was the best month in the last two years.

Happy talk came from nearly all points on the compass. A dealer in Chattanooga (a few months ago, a glum, recession-rocked town) reported business on the up-beat, with people going back to work, and his accounts delinquent down 10 percent from March. Retailers in Tampa, New Orleans, Richmond and Greenville, S. C., could find no tangible slump symptoms.

In Charlotte, people don't seem to be talking recession any more, as textile mills begin to hum again and consumer buying increases. May brought a minor speed-up to Atlanta, and bigger things were expected of June.

After months of excessive rainfall, Memphis struck gold—four consecutive weeks of bright summer weather. It brought the buyers out, put dealers in good spirits. But Miami was getting its lumps from a so-so early summer, following a miserable winter and a lean spring.

Air conditioning was off and running in New Orleans, Birmingham and Chattanooga; at the post in Charlotte, Greenville and Miami; and still in the paddock in Atlanta and Richmond, where the requisite string of hot days and nights had yet to be put together.

A mass merchandiser of air conditioners in New Orleans, who moved 3,600 unit last year, sub-totalled up his June 17 seasonal mid-point and found himself galloping along at his 1957 pace.

A small Chattanooga dealer was doing fine selling two-tonners (which cost him \$244.97) for \$298.95, plus \$25 for installation and a year's service.

Again and again, the importance of leaders was underscored. From Miami, a one-liner happily reported that the leader he got this year (a '57 half hp. for \$158 retail) has given him a long-awaited promotional counter-punch for competition.

In Alabama, the head of a three-outlet appliance-furniture "supermarket" chain saw one area ripen for a promotional blast, shoved out \$112,000 worth of goods (including 387 majors for about \$70,000) in a 100-hour sales marathon at one store, promptly scheduled similar "Operation 100" activities at the other two.

Freezers started rolling as the South Carolina strawberry crop came in. Laundry was strong in Atlanta, Birmingham and Richmond, while built-ins boomed for Miami builder dealers.

Television started its summer vacation in Birmingham, Atlanta, Chattanooga and New Orleans, while free-standing ranges grabbed the booby prize in many sections, notably Tampa, Miami and Greenville.

Almost without exception, dealers and distributors were crystal-balling a good summer and a normal year.

THE GREAT LAKES

In Cleveland sales wait on the weather . . . But in Detroit they're turned up already . . . Buy Now seems to work

SUMMER may be a coming in to the Great Lakes, but it isn't coming in fast enough for most Cleveland dealers and distributors. With summer comes air conditioning . . . without summer . . . no sales.

In Detroit, however, electrical appliance sales have taken a definite upturn during the past month.

"It's not the economy, it's the weather," one Cleveland dealer commented.

"We got terrific response on a low cost room cooling fan," said another dealer. "We're pushing this over more high priced units because we think that's all the traffic will bear right now."

Distributors here say there are more carryover models around this year. How this will affect new model prices and sales, none will guess.

Here's one promotion that went over big in Toledo last month. Appliance Opportunity Week, a joint promotion of the

Toledo distributors and utilities, drew customers by giving away over \$7,500 in prizes for contest and drawing winners. Employment there is slowly creeping up, and these distributors mean to get sales.

Promotions and buy now campaigns may have had a noticeable affect on Cleveland appliance sales. Though still far below the 1957 figures, April figures for the city show a slight increase in all areas over March figures. Ranges, at a minus 30 percent of '57 sales, were still 6 percent better in April than in March. Dryers were 4 percent better. Food freezers and disposers continue to be a bright spot. . . . Food freezers were 2 percent better, bringing that appliance up over 8 percent above 1957, while disposers are up 4 points, bringing '58 sales 30 percent over '57.

Utility promotions this month: Dayton Light and Power, whose sales figures show improvement, will be promoting dehumidifiers during July and August.

Showing year-round use for air-conditioning, The Cincinnati Gas and Electric Company is putting on an air-conditioning program that emphasizes the "cool as an ocean breeze, warm as the tropic sun" aspects of modern conditioning.

An honest-to-goodness "freezer fair" is going on in the lobby of the Cleveland Electric Illuminating Company this month. Barkers, side show features, and remote broadcast disc jockey shows are all on the program.

In Detroit, April sales were up at the J. L. Hudson Company, and the store's special events manager states most products continued to move in May and early June. Again, Hudson's feels the recent introduction of its own appliance line to be the key factor in improved sales.

Also in Detroit, General Electric reports a May-June sales increase of 25 percent over April.

"There's been a general loosening at the dealer level, and outlets are beginning once again, to buy for inventory. Before April it was almost to the point of buying for day to day needs. April showed a slight increase, May a good one, and June has begun very well."

Sales at a Detroit suburban store are over last month, although sales people here feel the situation is still "pretty tight." As to the future: "It'll probably get worse again, before it gets better."

"We're on the upgrade, but it will take longer to get back than it was to go down."

Many stores pointed to June as a good month for the sale of smaller items as graduation, wedding and Mothers and Fathers Day gifts.

One department manager remarked:

"People are more sensible now. They're buying more reasonable gifts. The attitude of a few years back . . . 'So what's another \$100' is a thing of the past."

(Continued on page 18)

HERE FOR 1958 IS
the fabulous

phonola®

the portable line that doubles your unit sales because it is
THE 1 HI-FI EVERY FAMILY WILL WANT 2 OF

In handcrafted cases...
decorator colors and styling
to retail for fast sale
at \$19.95 to \$149.95

HERE'S MODEL 958

\$79.95



NEW!

from phonola...it's fabulous phonographs now in

STEREOPHONIC PORTABLES

see, hear the entire line-up of
these fast-selling monaural and
stereo phonographs during NAMM

ROOM 905-W

PALMER HOUSE, CHICAGO

In Phonola, you'll find portable stereophonic developed to the ultimate. Engineering leadership since 1899 has culminated in this truly amazing high fidelity reproduction of music. And Phonola packages and prices its stereo phonographs to sell fast—to give you merchandise that moves!

WATERS CONLEY COMPANY, INC.

phonola

17 EAST CHESTNUT STREET
CHICAGO 11, ILLINOIS
Factory: Rochester, Minnesota

**MAIL
TODAY**

Send this Phonola-gram for complete details on
the line that will set new sales records for you

Mr. Howard Kavin, sales manager
Waters Conley Co., Inc., Dept. EM-78
17 East Chestnut Street, Chicago 11, Illinois

Mr. Kavin: rush me all the news on Phonola phonographs and stereo-phonographs.
I'm interested in increasing sales.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

☐ retailer ☐ distributor

trends

REGION BY REGION

THE SOUTH WEST

Business in Southwest swings upward led by air conditioners . . . Refrigerators, washers moving well, TV sales off

MANY Southwest appliance dealers report an increase in June and May sales over April although most noted that sales were still below 1957.

The punch in sales—dealers reported as much as a 50 percent increase over the previous month—seemed to come from air conditioning.

One Oklahoma dealer reported good air conditioning sales saying "We have taken our losses on carryover models and we are now making 25 percent and better on each sale. Our average unit profit for our last 30 units sold is \$65. Another dealer in the same state reported a "boom" in air conditioners.

In general the overall business picture seems to have taken a slight change for the better with many dealers sounding more enthusiastic than anytime during the past few months. Eyes seem to be on the last quarter for a good upturn.

More cash sales were noted by some. One dealer in reporting good business recently stated that he expected fairly tight conditions to follow after the spell of good business.

Other comments from both sides of the ledger—

"We have to do more for less money."

"Business is fairly slow—it requires real promotion to get results."

"From all indications, it would appear that business is on the upgrade."

"Business is good and will even be better in the near future."

"Business currently is showing signs of improvement."

One dealer who reports current sales down 10 percent in comparison with last year says he expects to end the year at 95 percent of 1957.

Some improvement was also noted in white goods with refrigerators and washers moving well.

Television sales have been off. Models in the lower end of the price range seem to be selling best.

In Houston, Houston Lighting and Power Co. has launched one of the biggest promotions of electric living ever held in that section of the Gulf Coast.

In all 50 all electric medallion homes in six Gulf Coast cities are on public display.

Attendance prizes include a 17 day free all expense trip to Europe.

Economic wise, the biggest news in Texas was a jump in May construction to almost \$114 million, the second highest total for the month on record.

THE FAR WEST

By Howard Emerson



Refrigerators and freezers share seasonal upturn . . . Talk of stereo slows hi-fi . . . But it has caught fancy of dealers

FAVORABLE seasonal improvement is being reported by appliance-TV dealers in the Far West as the middle of June approaches. But it does not seem to be an across-the-board improvement. In total sales, dealers are slowly approaching the 1957 seasonal level but not all products are recovering to the same degree.

In almost every area of the Far West, refrigerators are showing considerable strength. Many dealers are enjoying the best refrigeration business in 10 years. The trend, many of them point out, is to a much heavier volume in those refrigerators selling in the \$350-400 bracket—a trend that seems to have resulted from both an economy mindedness on the part of consumers, and a more realistic pricing of certain models by manufacturers and distributors.

Freezers continue to be a growth item with dealers whose food plan burns have healed. In many areas, freezer sales held up better percentage wise than any other type of white goods during the recent period of recession-scare—a period termed by a candidate in the recent California elections as "a period of economic brinksmanship." Freezer promotions instituted by utilities and associations—WWP in Spokane, AMA in Phoenix, the San Diego Bureau, SMUD in Sacramento, PG&E in Northern California, etc.—during the last year have pleased their sponsors, and all appliance campaigns can't make that claim.

TV made a late spring spurt out here, but in June the sales in most areas dropped off. Proximity of 1959 models

seems to be partly to blame, some dealers think. One commented . . . "Just as TV started to roll again we get close to a new model year and we're not buying enough, not showing enough on our floors, not putting signs in the window—It's true with me, I decided to wait a little while and try to get a big break on the price of '58 sets."

Many dealers in various areas of the Far West report a slight renewal of interest in hi-fi among customers—but few feel that there will be too much activity in this field until September. Holding off many hi-fi sales, say these dealers, is the tremendous interest generated by stereo. But with this interest has come confusion. Prospects in many cases are holding off buying until they can decide between tape and discs or a combination unit.

It is too early for a complete report on air conditioning activity in this area, without June and July figures, but early returns from the desert belt precincts is encouraging. The recession talk scared many in those areas who would have replaced evaporative units with new refrigeration cooling during the winter months—but the reports coming in now show that sales in these areas in May and early June were back to, and in some cases ahead of, the 1957 level. **Helping most dealers in this business is the sudden acceptance of the portable evaporative cooler—a hot cakes item even in areas of the Far West like San Francisco where nobody ever buys air conditioning.**

Noticeable in reports and conversations with dealers in every section of the Far West is not just a definite swing back to normalcy in volume, but a decided change in consumer buying attitudes and habits. From about 50 dealers contacted, the following are direct quotations:

"People have the money to spend if you can get them enthused, but it is hard to give them anything that will thrill them in the appliance line anymore. But promotions will work and we keep banging away hard at promotion," says Harold Kelley, Portland, Ore. "Our cash sales are up and so are 30-90 day accounts. The public seems leary of 24 or 36 month contracts. They're scared to go into debt. Advertising low monthly payments has lost its pull," says Gilbert Modglin, Dorris Heyman department store, Phoenix . . .

Another trend this column would like to emphasize is that the recession has put the utilities, and their cooperating associations, into a dominant position as the promotional voice of the electrical industry in the Far West. Of the many outstanding utility-association promotions going on right now out here, possibly the one announced at presstime by PG&E for Northern California is the most impressive. Stating that "the bloom is off the boom," PG&E V. P. Rod Doerr announced a "Better Buy Now" program to 300 dealers and distributors in San Francisco, being inaugurated by the Northern California Electrical Bureau and the Gas Appliance

(Continued on page 20)

First in TAKE-HOME POWER



A New value leader Table Radio in choice of three colors. Push-pull, on-off control. Dynapower speaker. Printed circuit chassis. Model T125. **\$19.95***

D New \$24.95* Clock-Radio in smart antique white and black. Wakes you to music—radio turns on automatically. Dynapower speaker. Model C435. **\$24.95***

B New Musaphonic® Radio—new low price! 5x7-inch oval speaker. Tone control. Dial beam. Vernier tuning. Choice of two-tone colors. Model T130. **\$29.95***

E New G-E Clock-Radio with Snooz-Alarm† and Clock Nite-Light†. All automatic features, plus phono-jack. Fully molded cabinet. Model C440. **\$44.95***

C AM-FM Musaphonic® Radio priced for volume sales. 7 tubes plus rectifier. 6½-inch speaker, two antennas, tone control, phono-jack. Model T135. **\$59.95***

F Clock-Radio with Musaphonic® tone and Snooz-Alarm†. 5 tubes plus rectifier. All automatic features. Phono-jack. Choice of colors. Model C422. **\$49.95***

NEW GENERAL ELECTRIC RADIOS

New General Electric Radios leading the way in OPERATION UPTURN with extra features for extra values. New Clock-Radio Nite-Light†, new value-leader AM-FM Radio, choice of newest decorator colors at no extra cost! All backed by a whopping national and local factory-paid advertising campaign. Get in touch with your G-E radio distributor today...back OPERATION UPTURN with General Electric Radios...first in take-home power!

See G-E Radios at the Furniture Show in Chicago, June 16-27, Room 1123, Merchandise Mart; and the Housewares Show in Atlantic City, July 7-11, Convention Hall.

†Trade Mark General Electric Company

*Manufacturer's suggested retail price. Slightly higher west and south. Price includes 90-day warranty on both parts and labor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



SALES AND PROFITS!

General's
exclusive

SAFE T GUARD
TRADE MARK PAT. PENDING

is found *only* and *always* on every

General
SLICING MACHINE
Hand or electric with moving platform

**STOPS SLICING ACTION UNLESS
HANDS ARE SAFE!**



TESTED for
families with children
and awarded this seal.



- SAFETY IS YOUR BIGGEST SALES APPEAL
 - SAFETY IS YOUR MOST POWERFUL PRODUCT INSURANCE!
- INSIST ON THE BEST...PROVED BY TEST!

GENERAL SLICING MACHINE CO., INC.
Walden, New York

trends REGION BY REGION

CONTINUED

ance Assoc. supporting this campaign, PG&E is doing the following 64 advertisements in 250 newspapers, 3,036 posters in 423 locations, 1,886,000 stuffers with utility bills, TV program with 750,000 viewers, 584 radio commercials, 2,500 traveling displays, 324 field representatives calling on dealers and distributors. Through the Electric and Gas Associations are added—"Better Buy Now" window banners for dealers, tent cards, bumper strips, 500,000 stuffers for dealers to mail with their bills.

manufacturer shipment statistics

Estimated Industry Shipments of Major Electrical Appliances, Radio and Television

	1958 (Units)	1957 (Units)	% Change
DISHWASHERS Apr.	26,700	26,000	+ 2.69
4 Mos.	119,200	133,000	-10.38
DRYERS, Clothes, Electric . . . Apr.	26,885	27,767	- 3.18
4 Mos.	203,143	268,965	-24.47
Gas Apr.	10,576	15,083	-29.88
4 Mos.	81,835	116,691	-29.87
FOOD WASTE DISPOSERS . . . Apr.	40,000	38,400	+ 4.17
4 Mos.	175,000	175,600	- .34
FREEZERS Apr.	79,300	70,900	+11.85
4 Mos.	284,200	294,100	- 3.37
IRONERS Apr.	1,382	3,249	-57.46
4 Mos.	7,986	14,733	-45.80
RADIOS, Home-Portable-Clock (production) . . Apr.	506,872	735,361	-31.07
4 Mos.	2,488,596	3,052,713	-18.48
RADIOS, Automobile (production) Apr.	190,435	380,452	-49.95
4 Mos.	1,043,470	2,022,467	-48.41
TELEVISION (production) . . . Apr.	302,559	361,246	-16.25
4 Mos.	1,523,858	1,835,975	-17.00
RANGES, Standard Apr.	58,300	72,000	-19.03
4 Mos.	283,200	371,400	-23.75
Built-In Apr.	37,300	35,200	+ 5.97
4 Mos.	148,000	147,400	+ .41
REFRIGERATORS Apr.	210,800	281,600	-25.14
4 Mos.	905,800	1,195,000	-24.20
VACUUM CLEANERS Apr.	247,293	281,627	-12.19
4 Mos.	1,029,831	1,171,998	-12.13
WASHERS, Automatic & Semi-Automatic . . . Apr.	163,021	169,573	- 3.86
4 Mos.	762,531	885,271	-13.86
Wringer & Spinner . . . Apr.	55,598	61,102	- 9.01
4 Mos.	236,231	282,503	-16.38
WASHER-DRYER COMBINATIONS Apr.	11,785	12,611	- 6.55
4 Mos.	48,877	73,030	-33.07
WATER HEATERS, Storage . . Apr.	68,500	65,600	+ 4.42
4 Mos.	256,800	250,700	+ 2.43

Sources: NEMA, AHLMA, VCMA, EIA



Whirlpool DEALERS

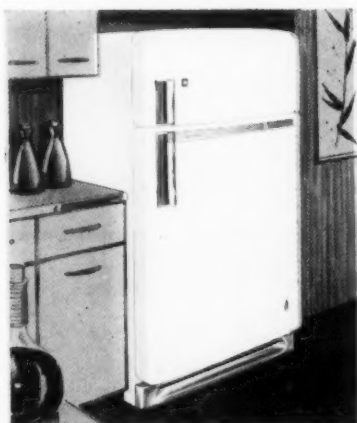
ARE THE ONLY ONES WHO CAN SELL...



REFRIGERATORS...

WITH THE ONLY, FULLY AUTOMATIC ICE MAKER

... no other refrigerator-freezer line has this great feature ... cubes are ejected into a handy storage bin ready for instant use, then the Icemagic[®] refills and freezes more, all automatically ... it completely eliminates messy ice tray filling and emptying ... and, no other refrigerator has permanently silent operation and longer-life dependability!



Listen ... it's so quiet you can't even hear a hum. And, it's *permanently* silent because a gas flame does the work.



10-Year Warranty on gas refrigeration unit is another indication of long-life, dependable operation.

NOTHING ELSE LIKE IT . . . YOU GET A WIDE-OPEN OPPORTUNITY TO SELL AN EXCLUSIVE PRODUCT . . . SEE YOUR RCA WHIRLPOOL DISTRIBUTOR

RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks, Rg, and RCA authorized by trademark owner Radio Corporation of America

how's business?

Here's the answer for 25 key markets which embrace over 17% of the U. S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another ELECTRICAL MERCHANDISING exclusive.

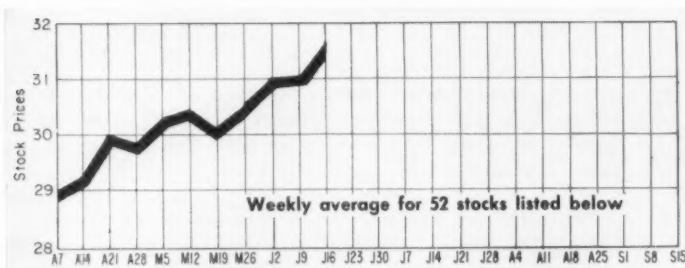
April figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57
IN THE EAST									
United Illuminating Co.	-19	+76	-11	+15	-4	-19	-8	-7	-22
	-22	+66	-17	+3	-12	-7	-7	-1	-16
N. Y. State Electric & Gas Corp.	-6	-3	-13	-7	+1	-8	*	+39	*
	-18	-11	-22	-13	-17	-24	*	+34	*
Jersey Central Power & Light Co.	+3	+28	-26	-29	-2	-7	+27	-4	*
	-10	+64	-27	-5	-2	+3	+21	-2	*
New Jersey Power & Light Co.	-3	+2	-20	+9	+12	+2	+6	-32	*
	-13	+14	-10	+38	-3	-9	+6	-21	*
Philadelphia Electrical Assn.	-20	-26	-24	-34	-5	-16	-36	+63	-20
	-19	-5	-11	-21	-14	-14	-27	+21	-11
Pennsylvania Electric Co.	-23	-20	-7	-29	-22	-7	-55	+20	-12
	-26	-23	-22	-21	-25	-21	-13	+9	-7
West Penn Power Co.	-21	+6	-21	-16	-8	-3	-19	-3	-19
	-23	-7	-22	-16	-14	-14	-21	+7	-21
IN THE MIDWEST									
Dayton Power & Light Co.	-9	+16	+7	+6	-12	+13	-56	-45	-18
	-21	+18	-17	+7	-11	-9	-46	-13	-21
Commonwealth Edison Co.	*	-1	-26	+3	*	-33	-28	-33	*
	*	-1	-12	+1	*	-12	-17	-45	*
Kansas Gas & Electric Co.	-26	+1	+5	+5	-41	+1	-13	-22	-21
	-24	+6	-12	+15	-25	-17	+15	-17	-15
Nebraska-Iowa Electrical Council	-23	+31	+9	+64	-9	-2	-63	-44	-14
	-24	**	-4	+37	-13	-5	-39	-26	-19
IN THE SOUTH									
Kentucky Utilities Co.	-23	+1	+3	+28	-6	-18	-5	-45	+7
	-15	-3	-6	+10	-5	-13	-7	-32	-9
Electric Power Bd. of Chattanooga	-49	-27	-16	-14	-19	+18	-33	-29	**
	-39	+51	-20	+9	-16	**	-49	-40	-21
Nashville Electric Service	-24	+46	-3	-34	*	-28	*	*	*
	-18	+18	-7	-14	*	-13	*	*	*
Florida Power Corp.	+27	+7	+91	+65	+22	+90	+32	+46	+32
	+32	-11	+73	+56	+2	+59	-9	+3	+19
Florida Power & Light Co.	-36	-41	-2	-4	-21	+13	-17	-12	-21
	-31	-22	-24	+5	-23	+17	-27	-28	-3
Tampa Electric Co.	-28	-6	-17	-15	-24	-17	-40	+26	-20
	-21	+1	-14	+4	-17	+37	-31	+15	-20
IN THE SOUTHWEST									
Dallas Power & Light Co.	+1	-9	+17	**	+1	-23	+24	+19	-34
	-8	-11	-1	+25	+4	+2	+19	-17	-22
Southwestern Gas & Electric Co.	-20	+28	+5	-35	-13	-11	-10	-4	-32
	-15	+1	-3	-17	-13	-8	+1	-13	-27
New Orleans Public Service, Inc.	-21	-24	+61	*	-21	-61	+18	-22	-35
	-17	-17	-15	*	-23	-51	-4	+9	-26
Gulf States Utilities Co.	*	*	+31	+15	*	+24	*	*	*
	*	*	+68	+80	*	-16	*	*	*
IN THE WEST									
Appliance Merchandisers Assn.	+9	-39	+6	-6	+4	+17	-16	**	+23
	-4	-27	**	+70	-4	-20	-52	-12	-22
Pacific Gas & Electric Co.	-3	+20	+25	-13	-6	-7	-1	+40	**
	**	+31	+13	+6	-4	+3	+7	+38	-2
Pacific Power & Light Co.	-1	+47	-21	-22	-17	**	+17	-73	-23
	+6	+25	-18	-13	-18	-13	+2	+2	-10
Washington Water Power Co.	-9	+6	-16	+19	-6	-17	-38	+122	-29
	-6	-14	-10	-11	-17	-22	-24	-57	-31
NATIONAL									
April	-15	+5	**	-5	-10	-10	-10	+6	-15
Year to date	-14	+4	-7	+4	-13	-9	-7	-6	-12

* Not Available ** Change of Less than 1/2 of 1%

taking stock:

A quick look at the way in which the stocks of 52 key firms in the industry behaved during the past month. This unique summary is another new—and exclusive—service for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958		CLOSE MAY 19	CLOSE JUNE 16	NET CHANGE
	HIGH	LOW			
NEW YORK STOCK EXCHANGE					
Admiral Corp.	10 3/8	7	9 1/2	9 7/8	+ 3/8
Avco Mfg. 30E	7 1/4	5 3/8	6 3/4	6 3/4	—
American Motors (Kelvinator)	14 7/8	8	13 1/2	12 3/4	— 3/4
Arvin Ind. 3/4E	29 7/8	23 3/8	24	24 1/8	+ 1/8
Black & Decker 1.40B	45	36	43 3/4	44 1/2	+ 3/4
Borg Warner 2 (Norge)	30 1/4	25 3/8	26 1/8	29 1/4	+ 3 1/8
Bulova .65E	12 3/8	9 3/4	10 1/2	11 3/8	+ 7/8
Carrier 2.40	42 1/8	32 3/8	38 7/8	41 1/2	+ 2 3/8
Colgate Palm. 3A	63 1/4	48	61 1/2	62 1/4	+ 3/4
Chrysler 1E (Airtemp)	57 3/8	44	45 3/4	46 1/4	+ 1/2
Decca Records 1	16 1/4	13 3/8	14 3/8	15 1/8	+ 1/2
Emerson El. 1.60	38 1/4	29	35 3/4	38	+ 2 1/4
Emerson Radio	7	4 1/8	6	7	+ 1
Fedders Quig. 1	14 1/8	11 3/8	14	13 3/8	— 3/8
Firestone 2.60B	93 1/2	82 3/4	85	86 3/4	+ 1 3/4
General Electric 2	64 1/4	57	58 1/8	60 3/8	+ 2 1/2
General Motors 2	39 3/8	33 3/4	37 1/4	39 3/8	+ 2 1/8
Hoffman Electric 1	29 3/8	21	27 1/8	29 3/8	+ 2 1/4
Hupp Corp.	4 1/8	2 1/2	3 3/8	4 1/8	+ 1/2
Magnavox 1 1/2B	37 1/4	30 1/4	36 1/2	37 1/4	+ 3/4
Maytag 2A	30 1/4	23 1/4	29	30 1/4	+ 1 1/4
McGraw Edison 1.40	37 1/2	31 3/4	33 3/8	33 3/8	—
Mpl. Honeywell .60A	92	76	84	92	+ 8
Montgomery Ward 2A	36 1/2	28	35 3/8	35 1/4	— 1/4
Minn. Mining & Mfg. 1.20	83	73 1/2	76	80 7/8	+ 4 7/8
Motor Wheel .40E	16 3/4	12 3/4	12 3/8	13 3/8	+ 1
Motorola 1 1/2	42 1/4	35	36 1/8	40 3/8	+ 4 1/2
Murray Corp. 1/2P	28 3/8	19 3/4	26 7/8	27	+ 1/8
Philco Corp.	17 1/8	12 3/8	14 3/8	15 1/8	+ 1/2
Proctor & Gamble 2	62	55	61 1/4	60 3/8	— 3/8
R.C.A. 1A	36 1/4	30 1/4	32 3/4	36 1/4	+ 3 1/2
Raytheon 1 1/4T	31 1/2	21 1/2	26 1/4	31 1/2	+ 5 1/4
Rheem Mfg.	14 1/8	10 1/2	11 1/2	14 1/8	+ 2 3/8
Ronsen .30E	10 1/2	7 3/8	8	8	—
Schick .20E	14 1/8	8 3/8	9 3/4	9 3/4	—
Scovill Mfg. 3/4P	28	19	20 3/8	20 3/8	—
Sears Roebuck 1A	29 3/4	25	29 1/2	29 3/4	+ 3/8
Servel	8 1/2	4 1/4	7 1/4	8	+ 3/4
Smith (A.O.) 1.60B	34 1/4	25 3/4	29 3/8	34 1/4	+ 5 1/8
Square D 1B	24 3/8	20 3/8	22 1/2	22 3/8	— 1/8
Sunbeam 1.40A	49 1/4	39 1/8	44 3/4	48	+ 3 1/4
Sylvania El. Pd. 2	37 1/2	31 1/2	35 3/8	35 3/4	+ 3/8
Welbilt	2 1/4	1 3/4	2	2	—
Westinghouse 2	65 1/2	56 1/2	57 3/8	57	— 3/8
Whirlpool 1/2E	21 1/4	16 1/2	18 1/4	19 3/8	+ 1 1/8
White Sewing	6 3/8	4 3/8	5 3/8	5 3/4	+ 1/8
Zenith Rad. 1/2H	84 1/2	67 1/2	74 1/4	82 7/8	+ 8 3/8
AMERICAN STOCK EXCHANGE					
Muntz TV	3/4	3/8	3/4	1 1/8	— 1/8
Singer Mfg. 2.20	40 3/8	32 3/8	39 1/2	38 3/8	— 1 1/8
Skiatron	8	3 3/8	4 1/4	5	+ 3/4
Du Mont Lab.	5 3/8	3	3 3/4	4 1/8	+ 3/8
Eureka Corp.	3/8	3/16	3/8	3/8	—

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far this year. G—Paid last year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up. P—Paid this year, dividend omitted, deferred or no action taken at last dividend meeting.



MOTOR PERFORMANCE THAT SPEEDS TURNOVER

When the appliance is powered by a Lamb Electric Motor, you can tell your customer about the outstanding performance of the motor—its quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for 41 years.

Greater product appeal, resulting from these sales features, speeds turnover. This is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

A Division of American Machine and Metals, Inc.

In Canada: Lamb Electric—Div. of Sangamo Company Ltd.—Leaside, Ont.



Lightweight motor for portable devices.



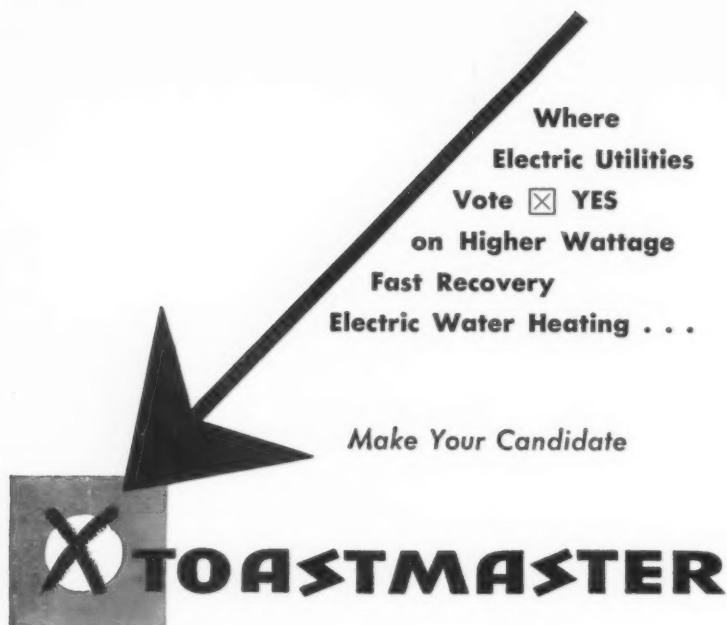
Motor parts for household appliances.



Turbine for canister-type vacuum cleaner.

Lamb Electric

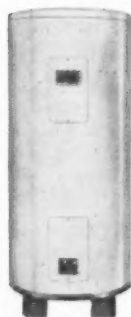
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS



QUICK-HEAT

AUTOMATIC Electric WATER HEATERS

- New LIFE-BELT ELEMENT . . . designed and engineered after the original LIFE-BELT high wattage element!
- WIDE AREA HEAT APPLICATION . . . no lime or scale formation, no matter how high the wattage!
- HIGHER WATTAGE for any capacity from 40 to 120 gallons, either round or table-top styles!



TAKE ADVANTAGE OF
GIANT PERFORMANCE!



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McGRAW-EDISON CO., Clark Division
5201 W. 65th St., Chicago 38, Ill.

TOASTMASTER

Automatic Water Heaters

economic currents

Farmers: Prosperous Despite a Recession

By the McGraw-Hill Dept. of Economics

THE revival of the farmer in the midst of a recession is an important story to appliance dealers. For as the farmer prospers, he'll become an excellent market for many appliances.

REVERSING A TREND Farm incomes began sliding in 1951. By the end of 1956 farm incomes had declined about 30 percent. This decline occurred in the face of a general, high level of prosperity for every other segment of the economy—and in spite of the fact that consumption of farm products has increased by about 11 percent in the past 10 years. It wasn't until 1957 that the decline came to a halt.

Estimates indicate that farm incomes will top last year by five to 10 percent. Farm income in the first quarter of this year amounted to an annual rate of \$13 billion—11 percent higher than the same period of last year.

PRICES DO THE TRICK Of prime importance in the comeback of the farmer is the price situation. Since 1951 prices on almost all goods or services have risen steadily, but the prices that were paid to farmers for their goods dropped fairly consistently during this period. Thus the farmers, like all other consumers, had to pay higher prices for the goods they bought while receiving lower prices for the goods they sold. They were caught in a real squeeze between inflation and declining incomes. Now, however, farmers are receiving about 10 percent more for their products than they did a year ago.

And because the prices on the goods farmers buy have only risen three percent, their increased costs have been more than offset by the higher prices on their produce. And this situation should continue throughout the rest of the year.

One of the most important factors which has brought about this favorable price situation has been the weather. The weather has always provided a great element of risk to the farmer—it can make or break him. Thus far this year it has been a real plus factor. The freezing temperatures in the south which took their toll on so many fruit and vegetable crops sent prices skyrocketing this spring. The result has been that although there were smaller crops, the higher prices compensated for this loss.

In addition to the greater income which farmers will receive for their products this year, their income will be further supplemented by government subsidies. It seems likely that these government supports will increase.

MORE MONEY TO SPEND And on a per person basis the rising incomes will be even more significant. Although the farm population represents about 12 percent of the total U. S. population—and a sizable market for appliances—it has been declining for many years, so that the farm income pie is being divided among fewer and fewer people. By dividing total farm income among the 20 million people now living on farms, the per capita income may reach an all-time high this year.

But because those farmers who remain can show a profit, these profits will be translated into a whole array of purchases—not only machinery for his farm, but also appliances, radios and television sets for his home. *End*



Now RCA Victor puts the experience that built 10 million TV sets into TV's biggest advances...

Jet-tested portable TV



"One-Set" electronic fine tuning

"Wireless Wizard" electronic remote control



"Living Color" — performance-proved



NOW!
"WIRELESS WIZARD"
FIRST COMPLETE
COLOR
REMOTE CONTROL

See the
LOOK
FEATURES
VALUE
everyone
wants

New RCA Victor black and white TV

HERE IT IS—THE NEW 10 MILLION LINE! Portables with sky-high power... table TV, consoles with "One-Set" electronic fine tuning... "Wireless Wizard" remote control... 10% brighter picture. Powerful cascade tuners, stereo jacks, pull-push on-off, keyed AGC for better reception in difficult areas. Transformer-powered chassis, power-surge resistor in every set! New values that make it clear why every year more people buy RCA Victor than any other TV!



PORTABLE TV WITH JET-TESTED POWER. Proved in special Boeing 707 jetliner test—at 550 mph, 6 miles up. Specially designed tetrode tuner, *Totensman*, 108 sq. in. picture, Gray, ebony, (11PT901)



JET-TESTED POWER, WITH V ANTENNA. Proved in Boeing's 707 jetliner test, 35,000 feet up! Specially designed tetrode tuner, Sleek "Flight-Line" styling, *Dorsey*, 156 sq. in. picture, Gray, ebony, (17PT904)



DOUBLES AS A STEREO SPEAKER. Plug a stereo player into the new jack—customer has a complete stereo system! Doesn't use TV power, Keyed AGC, *Colby*, 262 sq. in. picture, 3 most popular finishes, (21D918)



NEW "WIRELESS WIZARD" REMOTE CONTROL. Works anywhere in the room or when inserted in set. 4-function control, "One-Set" electronic fine tuning, *Manning*, 262 sq. in. picture, 2 most popular finishes, (21RT963)



LOWBOY TV—SIZED TO "BUILD IN." Right for the "build in" market. All-front controls for easy access to tuning, "One-Set" electronic fine tuning, keyed AGC. In 3 finishes, *Brookfield*, 262 sq. in. picture, (21T935)

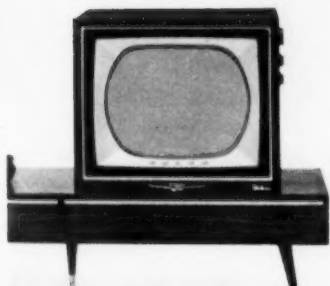


PRICE-LEADING DELUXE CONSOLE. Up-powered Deluxe chassis, 10% brighter picture, "One-Set" electronic fine tuning, 3-speakers. Doubles as stereo speaker, Tone control, phono-jack, *Lindale*, 262 sq. in. picture, (21D947)

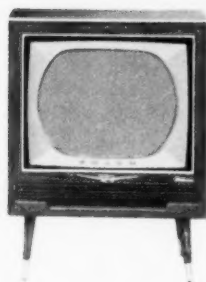
New RCA Victor "Living Color" TV



Mark Series Meredith, 21CT871
260 sq. in. picture



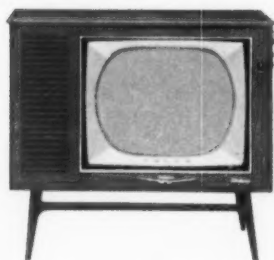
Mark Series Abington, 21CD872
260 sq. in. picture



Mark Series Sanford, 21CD877
260 sq. in. picture



Mark Series Anderson, 21CD886
260 sq. in. picture



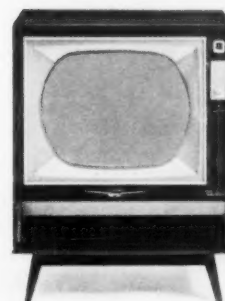
Mark Series Townsend, 21CD890
260 sq. in. picture



Mark Series Pensbury, 21CD891
260 sq. in. picture



Mark Series Whitmore, 21RC897
260 sq. in. picture



Mark Series Grenoble, 21RC898
260 sq. in. picture

PERFORMANCE-PROVED MARK SERIES

Everything you wanted new in Color TV—is here in the new Mark Series. Improved natural Living Color! Easy Color-Quick tuning! New proof of rock-solid dependability.

And now to supplement this great Mark Series line, RCA Victor announces 6 new models to make your color sales *move*!

You can sell a new Mark Series table set that doubles as a stereophonic speaker. A 3-speaker lowboy that can be built in—ideal for

sales to clubs, hotels. An authentic new French Provincial. Table and console TV with a new *wireless* remote control and electronic fine tuning. And the debut of an all-time great exclusive—a 7-function wireless remote that gives you the dealer's dream demonstration!

This is the Color TV they've been waiting for. And now's the time to sell. Sales are up. Customer interest up. Publicity up. The handwriting is on the wall in—Color!



Sell the difference Color makes!

Now whenever you read the TV critics' reviews—waves of raves. With new Mark Series advanced performance, they *all* like the picture. It's sharp, steady, easy to tune as black-and-white.

Today's Color TV does make a big, dramatic difference—and you can demonstrate and sell it right on your sales floor, in broad daylight.

This year again you'll be backed up by a steady stream of RCA Victor national and local advertising, in-store promotions, merchandising tie-ins. Check your RCA Victor distributor for all the details—and deal yourself in!

SPORT CLASSICS! BIG STAR SHOWS! SPECIALS! MORE AND MORE PROGRAMMING!



with the look they like _the performance



10% STEP-UP IN PICTURE BRIGHTNESS. 10% more brightness than last year's portable, extra-powerful cascode tuner, V antenna, genuine leather handle. *Tarrytown*, 262 sq. in. picture, 2-tone ebony and gold. (21T909)



TABLE TV WITH STEPPED-UP POWER. 1000 extra "second anode" volts deliver 10% brighter pictures. New pull-on push-off, "Stay-Set" volume control. Super chassis, *Donley*, 262 sq. in. picture. In 3 popular finishes. (21T913)



CLEAN, COMPACT CONSOLE. New advances—pull-on push-off, 10% brighter picture, tube-saving resistor, Balanced Fidelity FM sound. *Ashton*, 262 sq. in. picture, 3 most popular finishes. (21T921)



CLOCK AND AUTOMATIC TV TIMER. Turns TV on or off, remembers favorite shows, "Stay-Set" volume. Best-selling lowboy style in four striking finishes. *Benson*, 262 sq. in. picture. (21T925)



2-SPEAKER LOWBOY, TUNES FROM FRONT. TV you can build in. 2-speaker FM sound, 10% brighter picture, "One-Set" electronic fine tuning. Keyed AGC. *Jamison*, 262 sq. in. picture, 3 fine furniture finishes. (21T939)



FRENCH PROVINCIAL WITH NEW DELUXE POWER. Electronic fine tuning, 10% brighter picture, 3 speakers. Doubles as stereo speaker. *Beaumont*, 262 sq. in. picture. Genuine dark cherry, maple veneer paneling and solids. (21D953)

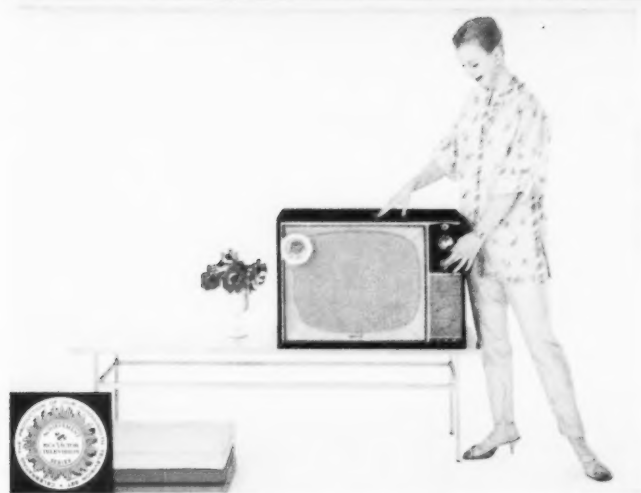
ance they want — the value they expect!



STARRING THE BRILLIANT NEW

Achievement Series

Miracle values specially designed to commemorate RCA Victor's 10 million TV Line.



STYLED FOR VOLUME—PACKED WITH VALUE. All-front controls—ideal for home decorators, clubs. "One-Set" electronic fine tuning (you fine-tune only once). Keyed AGC. *Barton*, 262 sq. in. picture, 4 finishes. (21T915)



CONSOLE TV YOU CAN BUILD IN. Convenient all-front controls right for partition, wall opening, room divider. Fine-furniture appearance. *Wayne*, 262 sq. in. picture, 3 most popular finishes. (21T922)



LONG-RANGE POWER, HISTORY-MAKING VALUE. Deluxe chassis and features from top of line! Swivel base, electronic fine tuning, 3-speakers. Stereo and phono-jacks, 4 stunning finishes. *Hillsdale*, 262 sq. in. picture. (21T937)



3-SPEAKER LOWBOY DELUXE. Electronic fine tuning, 10% brighter picture. All controls lighted. Doubles as stereo speaker. *Kentwood*, 262 sq. in. picture. In 3 most popular furniture finishes. (21D949)



"WIRELESS WIZARD" REMOTE CONTROL. Turns set on, off, selects channels, volume levels—from your chair or when inserted in special compartment in the set. 3-speaker sound. *Lambert*, 262 sq. in. picture, 3 finishes. (21RT965)



ADVANCED MARK SERIES COLOR TV. Sure, simplified Color-Quick tuning, natural "Living Color," proved dependable. Tinted safety window, 3-speakers. *Southbridge*, 260 sq. in. picture, 3 handsome finishes. (21CD884)

NEW RCA VICTOR 10 MILLION LINE BRINGS YOU

BIGGEST ADVANCES IN TV



"One-Set"
Electronic Fine Tuning

Sure-fire demonstration. Set this new control *just once* for each channel—and you're done with fine tuning for good! No more dial fiddling, jumping up and down to make adjustments. TV's sharpest picture *stays* that way.



"Wireless Wizard"
Electronic Remote Control

TV's finest, surest—makes remote tuning really practical. Push-button control works as remote or in compartment in set. Controls on-off, volume, selects channels. No wires to get in the way—it works anywhere in the room.



Jet-tested Portables
With sky-high Power

Famous "Flight-Line" portables—with new might. A portable went 35,000 feet up, flew 550 mph in Boeing's 707 jetliner*—and still got a great picture. New stylish lines, colors, and transformer-powered chassis in every set!



New Performance-Proved
"Living Color"

New Mark Series models—two have 4-way remote controls. And, the hottest news in TV today—a 7-function "Wireless Wizard" remote. Does *all* tuning with push-button ease, lets you tune at set or from across the room.

*Jet electrical system modified for 115V, 60 cycles.

And here's RCA Victor's "10 Million Bonus" for you
extra-quality features you can sell up, up, up!



The LOOK they like. Clean, classic, compact. Pleasure-bent portables, "build in" tables and consoles, and prestige furniture in prized woods.



The PICTURE they want. From family-size portables on—a 10% step up in brightness over last year. Sharper contrasts, a clear-cut sharpening of focus.

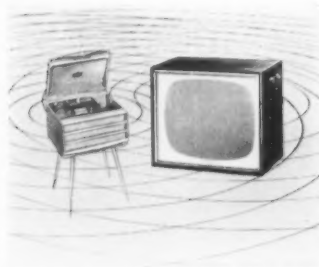


3-speaker Panoramic FM. TV with the sound and price to help you turn up volume. Ideal sell up from new 2-speaker Balanced Fidelity FM sound.

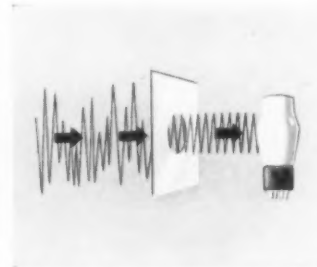


New Orthophonic Hi-Fi Sound. Sell RCA Victor TV with three to five speakers, true hi-fi frequency response, automatic "Victrola"® record changers.

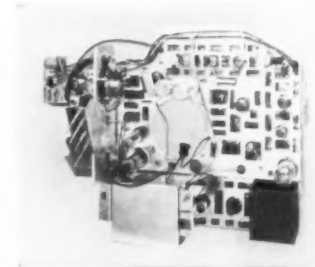
®RCA Trademark for record and tape players.



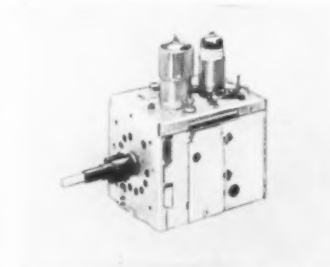
TV doubles as a Stereo Unit. Stereo player plugs into a new stereo jack. With new 2-channel amplifier players—no need even to turn on the TV for stereo!



Tube-saving power surge resistor. Saves tube life, lengthens set life. *Automatically* cushions power at set turn-on—softens harmful power surge.



Powerhouse chassis with transformers, printed circuits. Keyed AGC for best reception in the most difficult areas. Now, even in lowest-priced table TV.



Tetrad tuner—specially designed for portables. Extra circuits block out unwanted signals, amplify right ones—give new power to low-cost portable TV.

FOR UHF: All models available with built-in high speed UHF-VHF tuner optional, extra.



RCA VICTOR
TM&© © RADIO CORPORATION OF AMERICA



AT YOUR SERVICE! In most areas RCA's own technicians provide expert installation and maintenance of RCA Victor TV on a contract or per job basis.

SEE THE RCA VICTOR EXHIBIT—SPACE 11-111 MERCHANDISE MART, CHICAGO

Cash in on the NEW Hotpoint Freezer SAVINGS TIME PROMOTION!



You'll get more than your share of freezer sales with Hotpoint—because Hotpoint Dealers have—

THE ONLY COMPLETE LINE IN THE BUSINESS!

The right model at the right price to sell every prospect! You can offer three uprights (12, 16, and 18 cu. ft.), and four chest types (13, 17, 20, and 26 cu. ft.).

A HOST OF QUALITY FEATURES!

Aluminum liners, shelves, and coils (4 times faster freezing), sweat-proof shell-type condensers, automatic temp-

erature control, famous Thriftmaster® Unit, 5-Year Written Warranty against food spoilage, and many others.

THE BIG "SAVINGS TIME" PROMOTION!

Backing up this great line of Freezers will be colorful SAVINGS TIME banners, displays, direct mail broadsides, and newspaper ads. They're especially designed and imprinted for you—to make your store THE "Food Freezer Center" in your community.

Get the story on the big Hotpoint SAVINGS TIME Promotion from your Hotpoint Distributor today!

**Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!**

Hotpoint

LOOK FOR THAT DIFFERENCE! *(your customers do!)*

HOTPOINT CO. (A Division of General Electric Company). CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

THERE ARE A LOT OF REASONS WHY

HOTPOINT HOME LAUNDRY DEALERS

Sell with Pride and Profit!

You can sell the 1958 Hotpoint Line with the full confidence that it has been produced to the highest quality manufacturing standards in the industry. It is the final product of top quality materials—expert craftsmanship—precision quality control—and the most scientific production process in the industry.

These high quality standards mean matchless performance and enduring satisfaction for the customer. They mean clean, profitable sales and a minimum of service calls for the Dealer.

On these pages, we can show you only a few of the tests and processes that produce the Quality Line—the Hotpoint Line. Your Hotpoint Distributor will be glad to show you the "H Stands for Quality" film—and you'll learn of the many more reasons why Hotpoint Home Laundry Dealers SELL WITH PRIDE—AND PROFIT!



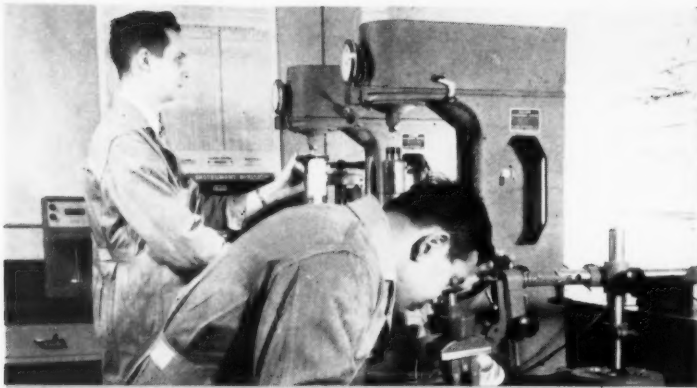
Hotpoint Dealers' profit opportunities are greater than ever before ...
If you're not a Hotpoint Dealer—you should be!

Hotpoint

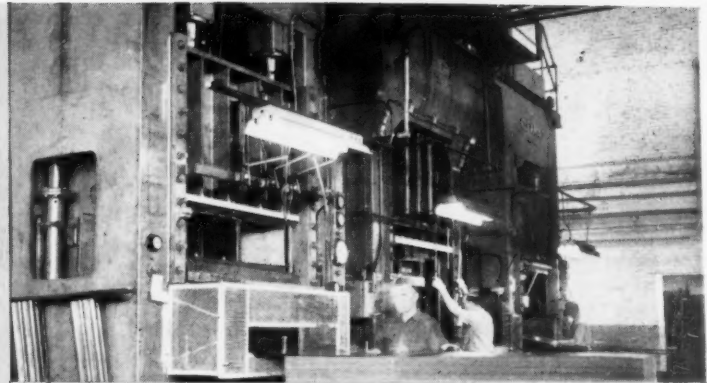
LOOK FOR THAT DIFFERENCE! *(your customers do!)*

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

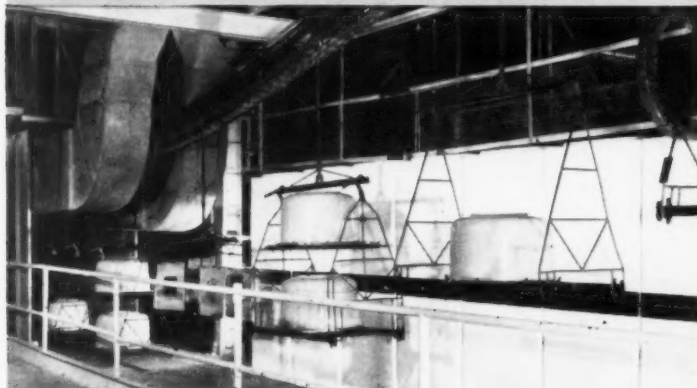
ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
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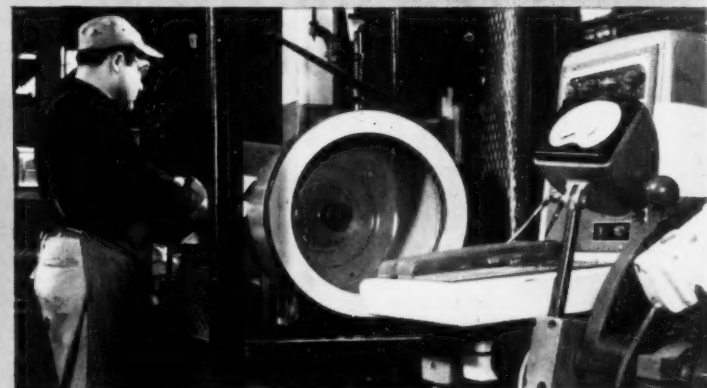
Every year, millions of pounds of premium steel flow into the largest, most modern Home Laundry plant in America. This steel—and all other raw materials—are subjected to more than 100,000 separate tests every year to make sure that they meet Hotpoint's high quality standards.



This press forms Hotpoint 1-piece tubs from a single sheet of the finest steel. Another giant press forms Hotpoint's cabinets from a single sheet of steel thicker than that used in automobile bodies. It's easy to sell customers the added value of Hotpoint's sturdy, seamless, 1-piece construction.



Cabinets and tubs are dipped in liquid porcelain which is baked on in the world's largest porcelain enameling furnace. Only Hotpoint provides all-porcelain enamel inside and out in every automatic washer model. That's why Hotpoint Dealers have no complaints about rust, stains, and corrosion.



Quality control marks every step in Hotpoint production. Every Hotpoint washer tub is precision-balanced with stroboscopic lights—the same method used in balancing airplane propellers. This precision test assures smooth, quiet operation and vibration-free performance—year after year.



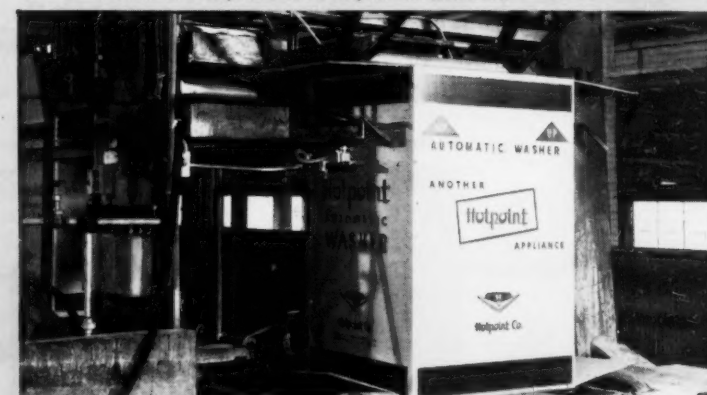
The heart of every Hotpoint washer is the new, rugged coaxial transmission. Every part is precision-made. For example, the spin shaft is held to a tolerance of less than three 10/1000ths of an inch. Every transmission is individually tested for performance.



The gear case of the Hotpoint coaxial transmission is completely sealed. In "accelerated-life" tests, it has recorded the equivalent of many years of hard wear—without a breakdown. It's the world's finest automatic transmission—and every model in the Hotpoint Line features it!



Every control and electrical connection of every Hotpoint washer is checked by a team of experts. Every washer is filled with water and operated. Every washer must pass tests for quietness and performance. In final assembly alone, hundreds of tests are made to guarantee Hotpoint quality.



When Hotpoint Washers, Dryers, and Combinations have passed their final exacting tests, they are carefully crated for delivery to you. When you sell them, you can be truly sure that you are giving your customers matchless performance and enduring satisfaction.

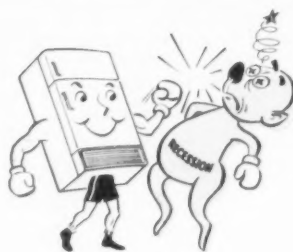
For **\$299⁹⁵** or less

you can offer
this top quality
Hotpoint
Two-Dor
up *turn*
Combination!



Here's the new Hotpoint Two-Dor Refrigerator-Freezer that's designed and priced to give your sales the BIG lift—the BIG up-turn!

Bargain-hungry people will GET THE BUY OF THE YEAR AT \$299.95 OR LESS—and you'll get a clean, welcome profit! Get the details from your Hotpoint Distributor today.



THE BUY OF THE YEAR!

- Full 12.1 cu. ft. cap. (NEMA)
- 101 lb. cap. true freezer
- 2 doors—2 cooling systems
- Automatic defrosting
- 4 Shelves—17 sq. ft. space
- Thriftmaster® unit
- 9 position cold control

Hotpoint Dealers' profit opportunities are greater than ever before . . .
If you're not a Hotpoint Dealer—you should be!

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

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MORT FARR SAYS: We Must Merchandise Credit

IF the appliance and television industry is to reverse the current downward trend, three things will have to be expanded: salesmanship, advertising and consumer credit. The last of these is of vital importance.

Reversing the trend which had alarmed some economists a few years back, consumers are paying off all types of installment debt at a faster rate than they are assuming new credit responsibilities. This trend must be reversed. At the moment, it is more fashionable to save than to spend. We must convince our customers that it is wise to save, but also that they should increase their standard of living in keeping with their increased incomes. It can be fashionable, in fact, to both save and spend in installments.

There was little buying on the installment plan before the 1930's and in those days, installment credit plans were devised for the poor man. Today credit is available and should be used by all income groups. We should educate our customers that buying on the installment plan no longer is being in debt xxx number of dollars, but that they have xxx number of dollars of credit outstanding. Contrary to general opinion, the rate of buying on credit has not expanded as much as have incomes since 1940. Had Americans used the same amount of discretionary spending in relation to earnings as they did in 1940, it would have produced over 12 billion dollars in additional sales in 1957. People spent about 31% of discretionary income on installment buying in 1940 and only 24% in 1957. Based on predictions of population growth and higher incomes, consumer credit could expand 70% by 1963 without exceeding the 1940 ratio to discretionary spending power.

Pre-war our economy was typified by the \$25 a week family. Average earnings for factory workers were just around \$25 and the middle income family fell in the \$1,000 to 1,500 group. Now the middle income family is in the \$4,000 to \$6,000 income group. Weekly earnings in manufacturing for 1957 were around \$82.00 or over three times as much. Many of the families with new buying power have not been enticed to higher living standards.

Those people who have postponed purchases could be persuaded to do a lot of spending if we tackled this problem of consumer credit intelligently. To begin with the trend is to more home ownership and home life. This gives us the opportunity to help furnish that home. People also have more leisure and many of the



Mort Farr, Upper Darby, Pa., dealer

products we sell will help them to pleasantly spend that leisure time. Installment credit should be promoted as the convenient way of acquiring family assets. Our competition is not brand against brand or store against store, but against other segments of our economy that are out for the consumer dollar.

WHAT CAN WE DO ABOUT IT? First, we must recognize that there has been a change in the money market. The turn came last November when the Federal Reserve reversed its tight money policy, relaxed credit and reduced interest. Today there is no shortage of money and terms are again favorable, but we can't afford to wait for the market to change automatically. *It is up to us to merchandise credit.* Generally speaking, installment sales are more profitable than cash sales. The person with cash in hand is more likely to shop for price than the credit buyer. And the customer who is attracted by terms is more interested in how much per week or month, than how much he is paying for the article. In addition, it is possible to make additional profits on the finance charges themselves. Most financial institutions today allow a kick back on the finance charges to a dealer reserve that amounts to from 1 to 4% of the balance. The average is about 1½% and approximates the net profit of NARDA dealers which in 1957 was 1.6 of sales. This means that with average down payments on the installment sales that actually profits are doubled. Dealers with sufficient capital to carry their own accounts find they make more money out of financing than merchandising.

Today there are less people in the top income group, but many less in the low income group. We should aim for that large segment of the middle-class and tailor our terms to them. We should make it clear in all our advertising that we make it convenient to pay. Some people only require 30 days to pay for their purchases. Many will be attracted by 90 day terms and many more will be brought to your store by copy such as "keep cool with an air conditioner for \$1.75 a week."

EDUCATE OUR SALESMEN. Our salesmen must be trained to handle credit more effectively, and the banks and our suppliers should explain the basis for granting of credit. I have tried to determine what we might tell customers is a safe limit for time payment purchasing without extending themselves. Recently a banker suggested one or all three of the following: consider a family with \$500 a month take home pay, or \$6000 a year. By one method he suggests our family should have debts not exceeding 20% of the year's take-home pay, or \$1200. The second rule is a family shouldn't owe more than 10% of income it would pay off in one to two years. Using an 18 month average that would be around \$900. By our third method, it takes a little figuring—first allow about 25% for shelter (\$125), one-third for food (\$167) ¼ for clothing (\$31) or \$323.00. This leaves about \$180 of discretionary spending each month, or about \$2160 per year. By this third credit rule, customers can go in debt for at least ⅓ of this amount or around \$700. This would indicate that our middle income family can safely go in debt for from \$700 to \$1200. Tops to bear in mind is that it should not exceed 20 or 25% of take home pay.

There is also a vast potential of sales to existing customers thru the add-on system. People with partly paid accounts who have evidenced their ability to pay should be offered the opportunity of adding another appliance to their existing contract.

Our manufacturers could also give an assist in their advertising by mentioning more often the availability of terms on the appliances we sell. There is a terrific underdeveloped potential buying power for our merchandise if we promote credit properly. It will take this expansion in consumer credit to keep pace with our expanding productive capacity and the increasing discretionary spending power of the American consumer. *End*



1. Helena Houser, one of 25,000,000 dedicated devotees of ALCOA THEATRE, NBC-TV.



2. Monday, July 14, Helena fascinated by fabulous commercial on aluminum in appliances (freezers, refrigerators, air conditioners and fans).



4. Helena hustles the kids into the car and zips down to her nearest home appliance dealer (probably you).



5. Dealer delivers hard sell on trouble-free appliances made with Alcoa® Aluminum. Helena's hooked!



3. Gracious, yes! Who wouldn't want appliances that stay sparkingly beautiful, clean in a jiffy, last longer?

MORAL #1

You can't sell appliances made with Alcoa Aluminum unless your salesmen know the benefits.

(The aluminum parts in your appliances add value and quality ...make sure your salespeople sell these facts!)

MORAL #2

Have fun watching ALCOA THEATRE yourself Monday, July 14, when Jack Lemmon stars in "DAYS OF NOVEMBER," a tense wartime tale of a macabre lottery.



*Your Guide to
the Best in
Aluminum Value*

ALCOA THEATRE

on these NBC-TV stations
MONDAY NIGHT, JULY 14

State	Station	Channel	Local Time	State	Station	Channel	Local Time
ALABAMA				NEBRASKA			
Birmingham	WABT	13	8:30-9 PM	Omaha	KMTV	3	8:30-9 PM
Mobile	WALA-TV	10	8:30-9 PM				
Montgomery	WSFA-TV	12	8:30-9 PM	NEW MEXICO			
				Albuquerque	KOB-TV	4	7:30-8 PM
ARIZONA				NEW YORK			
Phoenix	KVAR	12	7:30-8 PM	Binghamton	WINR-TV	40	9:30-10 PM
Tucson	KVOA-TV	4	7:30-8 PM	Buffalo	WBUF-TV	17	9:30-10 PM
ARKANSAS				New York City	WRCA-TV	4	9:30-10 PM
Little Rock	KARK-TV	4	8:30-9 PM	Plattsburgh-			
CALIFORNIA				Burlington, Vt.	WPTZ	5	9:30-10 PM
Fresno	KMJ-TV	24	9:30-10 PM	Rochester	WRCC-TV	5	9:30-10 PM
Los Angeles	KRCA	4	9:30-10 PM	Schenectady	WRGB	6	9:30-10 PM
Sacramento	KCRA-TV	3	9:30-10 PM	Syracuse	WSYR-TV	3	9:30-10 PM
San Diego	KFSD-TV	10	9:30-10 PM	Utica	WKTU	13	9:30-10 PM
San Francisco	KRON-TV	4	9:30-10 PM	Watertown-Carthage	WCNY	7	10:30-11 PM
COLORADO				NORTH CAROLINA			
Denver	KOA-TV	4	7:30-8 PM	Charlotte	WSOC-TV	9	9:30-10 PM
CONNECTICUT				Raleigh	WRAL-TV	5	9:30-10 PM
Hartford-New Britain	WNBC-TV	30	9:30-10 PM	Winston-Salem	WSJS-TV	12	9:30-10 PM
DISTRICT OF COLUMBIA				NORTH DAKOTA			
Washington	WRC-TV	4	9:30-10 PM	Fargo	WDAY-TV	6	10:30-11 PM Wed.
FLORIDA				OHIO			
Jacksonville	WFGA-TV	12	9:30-10 PM	Cincinnati	WLW-TV	5	9:30-10 PM
Miami	WCKT	7	9:30-10 PM	Cleveland	KYW-TV	3	9:30-10 PM
Tampa	WFLA-TV	8	9:30-10 PM	Columbus	WLW-C	4	9:30-10 PM
GEORGIA				Dayton	WLW-D	2	9:30-10 PM
Atlanta	WSB-TV	2	9:30-10 PM	Toledo	WSPD-TV	13	8:30-9 PM
Columbus	WTVM	28	9:30-10 PM	Youngstown	WFMY-TV	21	9:30-10 PM Wed.
Savannah	WSAV-TV	3	9:30-10 PM	OKLAHOMA			
ILLINOIS				Oklahoma City	WKY-TV	4	8:30-9 PM
Chicago	WNBC	5	8:30-9 PM	Tulsa	KVOO-TV	2	9:30-10 PM Sun.
Peoria	WEEK-TV	43	8:30-9 PM	OREGON			
Rockford	WTVO	39	8:30-9 PM	Portland	KPTV	12	8:30-9 PM
INDIANA				PENNSYLVANIA			
Evansville	WFIE-TV	14	8:30-9 PM	Erie	WICU-TV	12	9:30-10 PM
Fort Wayne	WKUG-TV	33	8:30-9 PM	Johnstown	WJAC-TV	8	9:30-10 PM
Indianapolis	WFBM-TV	6	8:30-9 PM	Lancaster	WGAL-TV	8	9:30-10 PM
Lafayette	WFAM-TV	59	8:30-9 PM	Philadelphia	WRCV-TV	3	9:30-10 PM
			Wed.—delay 9 days	Pittsburgh	WITC-TV	11	9:30-10 PM
Muncie	WLBC-TV	49	8:30-9 PM	Wilkes-Barre	WBRE-TV	28	9:30-10 PM
			Fri.—delay 11 days	RHODE ISLAND			
South Bend	WNDU-TV	46	8:30-9 PM	Providence	WJAR-TV	10	9:30-10 PM
IOWA				SOUTH CAROLINA			
Davenport	WOC-TV	6	8:30-9 PM	Greenville	WFBC-TV	4	9:30-10 PM
Des Moines	WHO-TV	18	8:30-9 PM	TENNESSEE			
Sioux City	KTIV	4	8:30-9 PM	Chattanooga	WRGP-TV	3	9:30-10 PM
Waterloo-	KWWL-TV	7	8:30-9 PM	Knoxville	WATE-TV	6	9:30-10 PM
Cedar Rapids				Memphis	WMCT	5	8:30-9 PM
KANSAS				Nashville	WSM-TV	4	9:30-10 PM Tues.
Great Bend	KCKT-TV	2	8:30-9 PM	TEXAS			
Wichita	KARD-TV	3	8:30-9 PM	Austin	KTBC	7	9:30-10 PM Sun.
KENTUCKY				Corpus Christi	KRIS-TV	6	7:30-8 PM Tues.
Louisville	WAVE-TV	3	8:30-9 PM	El Paso	KTSM-TV	9	7:30-8 PM
LOUISIANA				Fort Worth	WBAP-TV	5	8:30-9 PM
Baton Rouge	WBRZ	2	8:30-9 PM	Houston	KPRC-TV	2	8:30-9 PM
New Orleans	WDSU-TV	6	8:30-9 PM	Lubbock	KDUB-TV	13	9:30-10 PM Sat.
Shreveport	KSLA-TV	12	10-10:30 PM Mon.	San Antonio	WOAI-TV	4	8:30-9 PM
MAINE				UTAH			
Portland	WCSH-TV	6	9:30-10 PM	Salt Lake City	KTVU	4	7:30-8 PM
MARYLAND				VIRGINIA			
Baltimore	WBAL-TV	11	9:30-10 PM	Norfolk	WVEC-TV	15	9:30-10 PM
MASSACHUSETTS				Richmond-	WXEX-TV	8	9:30-10 PM
Boston	WBZ-TV	4	9:30-10 PM	Petersburg	WSLS-TV	10	9:30-10 PM
Springfield	WWLP-TV	22	9:30-10 PM	Roanoke			
MICHIGAN				WASHINGTON			
Detroit	WWJ-TV	4	9:30-10 PM	Seattle	KOMO-TV	4	8:30-9 PM
Grand Rapids	WOOD-TV	8	9:30-10 PM	Spokane	KHQ-TV	6	8:30-9 PM
Lansing	WJIM-TV	6	9:30-10 PM	WEST VIRGINIA			
MINNESOTA				Huntington	WSAZ-TV	3	9:30-10 PM
Duluth	WDSM-TV	6	8:30-9 PM	Wheeling	WTRF-TV	7	9:30-10 PM
Rochester	KROC-TV	10	8:30-9 PM	WISCONSIN			
St. Paul-Minneapolis	KSTP-TV	5	8:30-9 PM	Madison	WMTV	33	8:30-9 PM
MISSISSIPPI				Marinette	WMBV-TV	11	8:30-9 PM
Jackson	WLBT	3	8:30-9 PM	Milwaukee	WTMJ-TV	4	8:30-9 PM
MISSOURI							
Kansas City	WDAF-TV	4	8:30-9 PM				
St. Louis	KSD-TV	5	8:30-9 PM				
Springfield	KYTV	3	8:30-9 PM				

"I save **half** the time!"

"...and I save **all** the cost every year!"

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1,6 2 0.7 0

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**ONLY *National* Adding Machines have Live Keyboard * . . .
plus 13 other vital Owner-Operator features!**

Never before have so many time-and-effort-saving features been placed on one adding machine. Compare them—feature by feature—with any other adding machine:

1. "Live" keyboard.
2. Instantly adjustable keytouch.
3. Automatic clear signal.
4. Subtractions print in red.
5. Automatic credit balance prints in red.
6. Automatic space-up of tape when total prints.
7. Large answer dials.
8. Easy-touch key action.
9. Full visible keyboard.

10. Automatic ciphers.
11. Rugged duty construction.
12. Keyboard interlock.
13. Four-way paper space control.
14. Three-way repeat.
(quietness and beauty, too!)

Reduce hand-motion and effort up to 50% with National's exclusive "Live" keyboard, instantly adjustable to any operator's touch. *Every* key operates the motor—so you can *forget the motor bar*. No more back-and-forth motion from keys to motor bar.

A National "De luxe" Adding Machine pays for itself with the time-and-effort it saves, continues savings as yearly profit. One hour a day saved with this National will, in the average office, repay 100% a year on the investment. See a demonstration on your own work. Call nearest National branch office or dealer. See phone book yellow pages.

*TRADE MARK REG. U. S. PAT. OFF.

National
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
989 OFFICES IN 94 COUNTRIES

NOW: Timed for big layaway and
midyear sales

AUTOMATIC BLANKETS AT NEW LOW PRICES!



MODEL A-1

- Famous *Sleep-Guard*® System • 3 decorator colors—
Dresden Blue, Rose Pink, Garden Green • Completely washable
- Luxurious blend of rayon and cotton fabric by Chatham

WAS \$24.95

Now Only
\$19⁹⁵*

TWIN-BED SIZE

DOUBLE-BED SIZE

WAS \$29⁹⁵ **NOW ONLY \$24⁹⁵***

DUAL-CONTROL MODEL

WAS \$39⁹⁵ **NOW ONLY \$34⁹⁵***

*Manufacturer's suggested retail price. General Electric Company, Automatic Blanket and Fan Department, Bridgeport 2, Connecticut.

Limited Quantities... Order from Your Distributor Today!

Progress Is Our Most Important Product



GENERAL  ELECTRIC



BUY NOW
FOR EXTRA
VALUES!

Westinghouse brings home a winner in the Chicago Tribune!

Westinghouse
APPLIANCE SALES
DIVISION OF
WESTINGHOUSE ELECTRIC SUPPLY COMPANY



PHONE NATIONAL 2-8000
6500 W. CORTLAND STREET
CHICAGO 35, ILLINOIS

April 17, 1958

OTIS W. MEANS, District Mgr.
Consumer Products Division
Westinghouse Appliance Sales

Mr. A. W. Dreier
Manager, General Advertising Dept.
Chicago Tribune
435 North Michigan Avenue
Chicago 11, Illinois

Dear Mr. Dreier:

We have just completed the most successful sales event that we have ever enjoyed in the Chicago market, the Westinghouse "Daily Double". This six-week promotion created tremendous excitement and sales action for our dealers. It brought thousands of customers into their stores all over Chicago and suburbs.

In view of general business conditions, this convinces us that the right program in the right medium can't be beat. And in Chicago, the right newspaper for Westinghouse is the Tribune.

We had two reasons for selecting the Tribune to carry our newspaper advertising on an exclusive basis. First, we knew that we could reach hundreds of thousands more families with the Tribune. Second, we were certain that your Selective Area Plan would provide a powerful sales stimulus at the local dealer level.

The results of this promotion were most gratifying. Our first quarter sales show a 25% increase over the same period of 1957. You can be sure... if it's Westinghouse, and you can be sure Westinghouse will be back in the Tribune soon with another sales-making promotion.

Very truly yours,

O. W. Means

O. W. Means
District Manager
Consumer Products Division

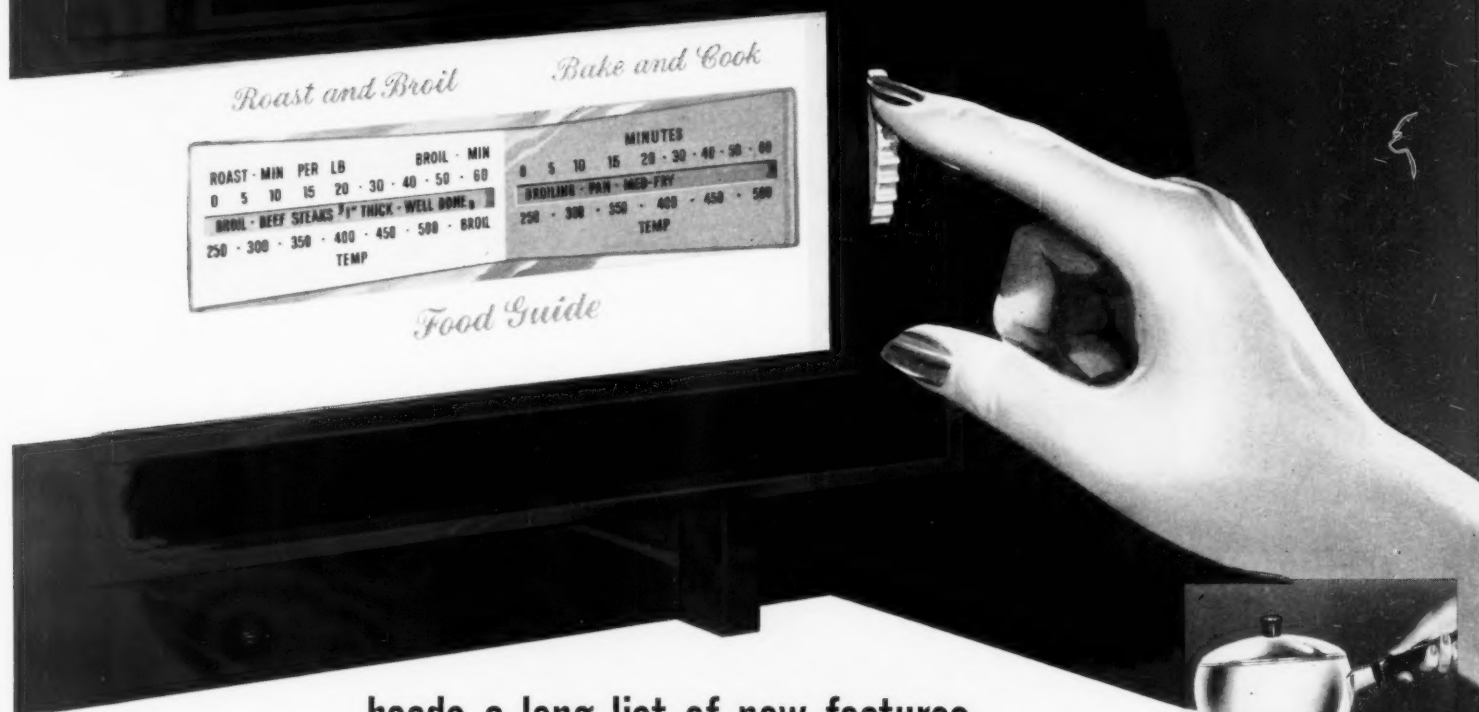
OwM:MK

Westinghouse did it,
you can do it too...



**To be BIG in Chicago,
be BIG in the Tribune!**

DIAL-A-MEAL FOOD GUIDE



heads a long list of new features
that make it easier to sell the 1958

RCA Whirlpool electric ranges



Spin the dial. Right before your prospect's eyes the Food Guide selects correct time and temperature for perfect cooking results in roasting, baking, broiling, or surface cooking . . . automatically! Food Guide is a top "customer convincer" for '58, but by no means the only one on the new RCA WHIRLPOOL electric range. There are over twenty-five other demonstrable features . . . each a time and work saver, each designed to help prepare better tasting meals . . . and to help you make more sales! Don't wait for competition to copy these features! Start selling them today with the range that has them today . . . RCA WHIRLPOOL!

- Infinite-heat selection on all 4 surface units.
- Easiest-to-set, easiest-to-sell "2-Set" clock.
- High-speed Flash unit heats to high in 13 seconds.
- One simple control for all oven cooking.
- Easier-to-clean recessed top.

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

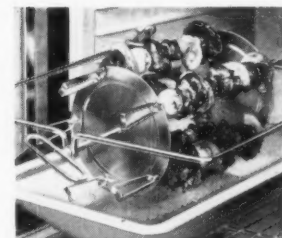
Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

Join up! ...it's easier to sell RCA WHIRLPOOL than sell against it!

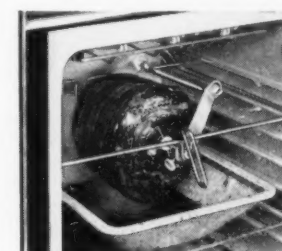
ELECTRICAL MERCHANDISING—JULY, 1958



2-in-1 thermostatically controlled unit makes every utensil automatic.



Exclusive, automatic Ka-Bob turns 5 shish-kabobs, cooks them perfectly.

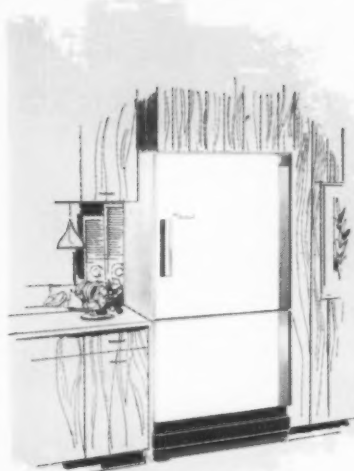


Exclusive Roto-Baste automatically spreads juices over meat during roasting.



PAGE 35

NOW...



SELL THE BUILT-IN LOOK with this RCA WHIRLPOOL free-standing unit that installs flush and is only 36" wide!

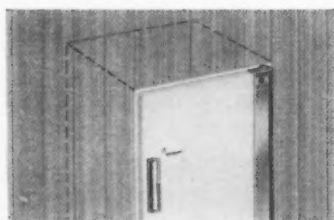


MARK XVII
NO-FROST
REFRIGERATOR-FREEZER

Look at these sales-closing features

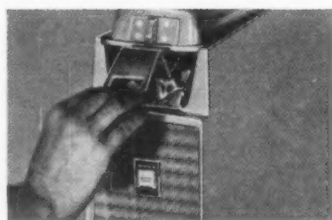


Whirlpool REFRIGERATOR



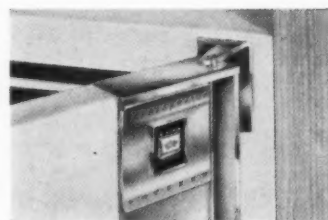
FLUSH-TO-WALL INSTALLATION

Needs no venting or air space. Having no exterior coils, it fits flush to wall or cabinets in back and on both sides.



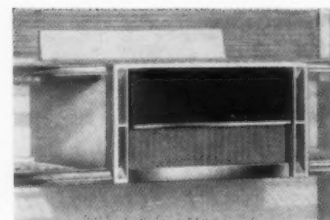
ICE CUBE EJECTOR BIN

A touch on the handle of the inverted tray showers cubes into removable bin. No more prying, pulling or wasted cubes.



FLUSH-TO-WALL DOOR HINGE

Refrigerator and freezer doors are hinged to open within the width of the cabinet shell, allowing flush-to-wall installation.



LOW TEMPERATURE MEAT CHEST

Special lower temperature in the Meat Chest (just above freezing) maintains meat flavor and freshness longer.

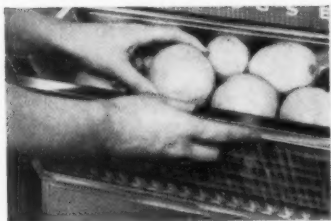
RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL

NO FROST IN REFRIGERATOR OR FREEZER!

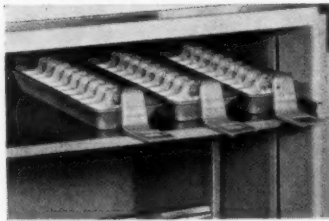
The RCA WHIRLPOOL uses an entirely new method of refrigeration. So remarkable is this new principle that neither the freezer nor refrigerator food storage compartment ever needs defrosting, because no frost can ever form in either of these sections. Think of the sales advantage this exclusive feature gives you over competition! And, "NO FROST" merely begins the sales excitement.

in the "no frost" -FREEZER



**TILT-DOWN-CRISPER
IN THE DOOR**

Deep, wide, translucent crisper tilts out of door for putting food in or taking it out. Removes entirely for cleaning.



**GLIDE-OUT
ICE TRAY SHELF**

In the RCA WHIRLPOOL, the ice tray shelf glides right out, making trays easy to remove without tugging or pulling.

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

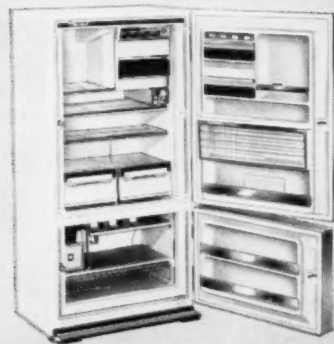


than sell against it!

ELECTRICAL MERCHANDISING—JULY, 1958

Exclusive air purifying system!

With its exclusive Air Purifying System, the RCA WHIRLPOOL keeps food fresher, longer. Air inside the refrigerator is conditioned by ultra-violet rays to help retard bacteria growth and food deterioration. Flavor "keeps" better, too, because air is fan-circulated throughout the refrigerator, maintaining proper, balanced cold all over.



**Imperial
model EI-13B**

13.1 cu. ft. refrigerator-freezer with a 9.3 cu. ft. automatic defrosting refrigerator and a 131-pound freezer.

CLIP COUPON AND MAIL TODAY

REFRIGERATOR SALES DIVISION
WHIRLPOOL CORPORATION, ST. JOSEPH, MICHIGAN

I would like to have more information on
RCA WHIRLPOOL refrigerators and refrigerator-freezers.

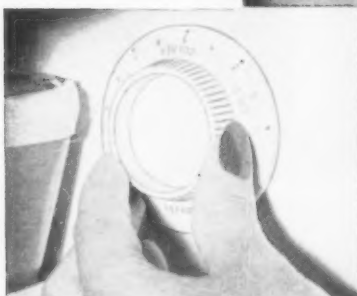
FIRM NAME _____

MY NAME _____ TITLE _____

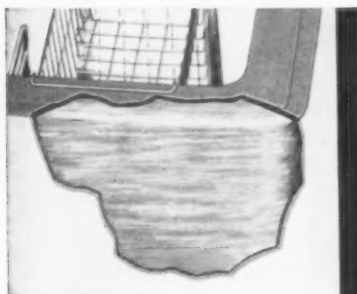
ADDRESS _____

CITY _____ STATE _____

FAST FREEZE FAN



Food temperature won't vary more than 1° because of Tite-Seal construction, dense insulation, properly spaced coils.



Cabinet won't sweat — dry cabinet construction stops moisture condensation, ends dripping walls.



Fast contact freezing in chest and upright models . . . all food adjacent to prime freezing surface.



...exclusive in



Whirlpool FREEZERS

FREEZES FOOD TWICE AS FAST



That's right . . . Fast Freeze Fan freezes food *twice* as fast. Incorporating a technique of commercial freezing . . . it blows "zero-cold" air over the food to blast freeze it and thus "lock in" flavor, freshness, and nutrition. Use this optional item to close sales faster on any RCA WHIRLPOOL model — chest or upright — it fits them all. And, this is only one of the many exclusive features found in the new, RCA WHIRLPOOL freezers. Contact your RCA WHIRLPOOL distributor now, and be among the first to offer these sensational values!



Chest models available in 17- and 21-cu. ft. sizes . . . Uprights in 12-, 16- and 20-cu. ft. sizes.

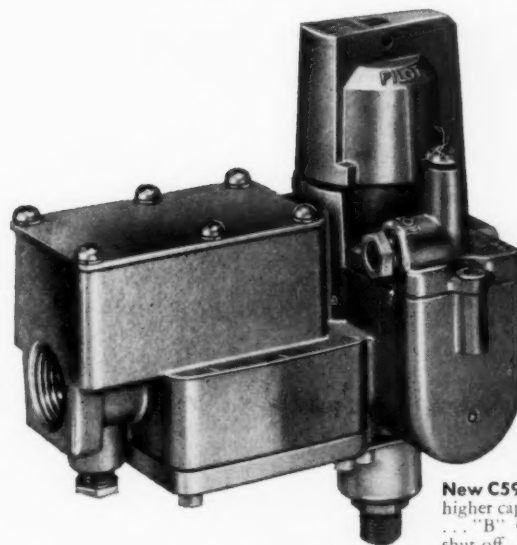
RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

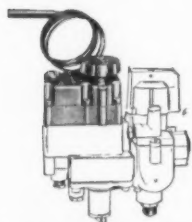
OFFER THREE DIFFERENT ADD-ON THERMOSTATS- STOCK ONE BASIC UNIT

Start with Honeywell's basic
C596 Adatrol* for manual control of
Room Heaters, Wall Furnaces
and Floor Furnaces

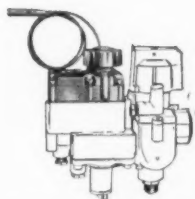


New C596 Adatrol—smaller . . .
higher capacity . . . with "A" cock
... "B" Cock . . . complete pilot
shut-off . . . unregulated pilot gas
...with or without pressure regulator.

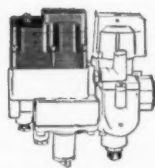
With just a screwdriver add any of these three thermostats....**PLUS V5100**
Pressure Regulator



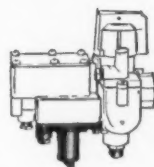
• **Snap Action Thermostat** (V5165 Adatrol) is achieved by adding T5000 Thermostat.



• **Modusnap* Thermostat** snap action and modulating control (V5166 Adatrol-Modusnap).



• **Wall Mounted Thermostat** with 24 volt operator (V8168 Adatrol).



• **Pressure Regulator** easily added-on to basic unit or any thermostat combination.

Now YOU can offer specific thermostatic control best-suited to individual needs. You can sell budget-minded customers the basic C596 Adatrol now, and their choice of add-on thermostats later. Honeywell's add-on Pressure Regulator permits you to handle changes between street gases requiring a regulator and LP gases that do not. For complete information call your local Honeywell office, or write Minneapolis-Honeywell, Dept. EM-7-113, Minneapolis 8, Minn.

Honeywell

*Trademark



First in Control

"...dealers can concentrate on their important job—selling"

says **L. R. WALKER**, President, Deep South Supply Co., Atlanta, Georgia.

"Every county in the State of Georgia is covered by an alert COMMERCIAL CREDIT office. Even the most remote areas are serviced. This kind of thoroughness means more selling opportunities for dealers using the COMMERCIAL CREDIT PLAN. Credit checks can be had quickly and dealers get on-the-spot attention on daily financing problems. The local offices of COMMERCIAL CREDIT do such a good job of handling paper work and collections that dealers can concentrate on their important job—selling. Customers like the feeling of security the insurance coverage of the PLAN gives them, and dealers like the freedom of action possible when their working capital is not tied up in floor stock."



**Commercial Credit dealers
are successful dealers**

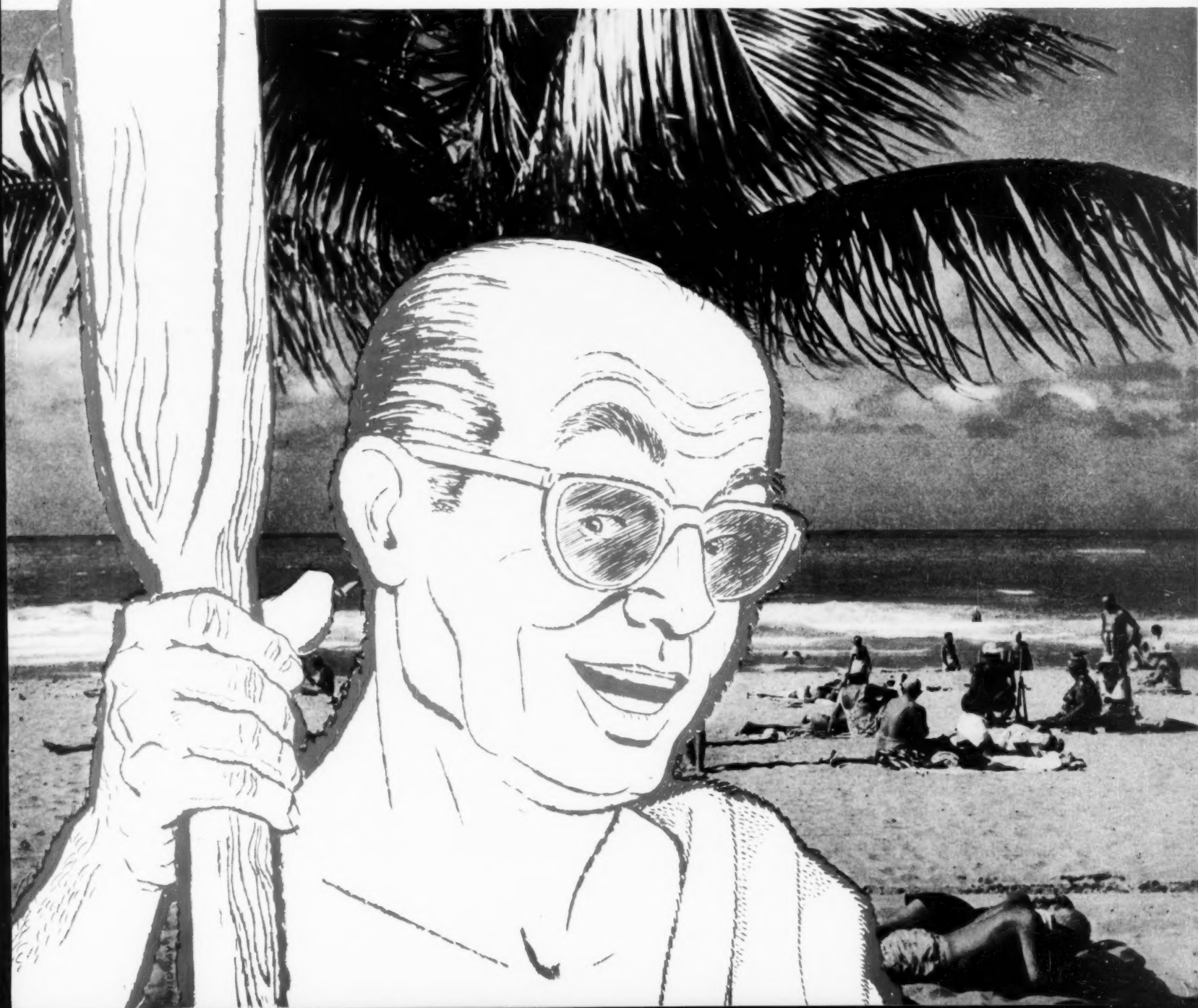
Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

Will You Fit Into This Retirement Picture?

You can, if you start planning now—and here's how to do it in the words of dealer C. M. DAVIDSON who studied problems facing retailers when they retire and then set about solving them. Now he has retired—successfully—and his advice can help you do the same



Here's How To Plan Your Retirement

(CONTINUED)

HOW can you retire successfully and happily?

That question is being asked with increased frequency these days as the number of our "senior citizens" grows.

Many retired people who have the income to travel or to live as they please are still unhappy because they feel they have "nothing to do," are unwanted, and left out of things.

Others are forced to live with relatives because of insufficient income. They too are often frustrated and depressed.

Retailers, perhaps more than most other older people, need a retirement income plan because they will not qualify for pensions. I know this can be done because I was an appliance dealer and I've studied just how a retailer can approach this problem. And I've practiced what I am about to preach.

The requirements for a successful retirement are quite simple. There are, of course, many individual deviations. Basically, however, you need to do four things:

(1) Plan your retirement when you are young.

(2) Plan all the things you want to do when you retire: automobile trips; fishing trips; traveling abroad; gardening; or just sitting around being lazy. You name it.

(3) Having decided these things, figure out what it would cost to live retired for one year today, doing the things you want to do. Then add two percent to this total cost for every year you expect to work, i.e. twenty-five years—fifty percent, as the cost of living is expected to rise fifty percent in the next twenty-five years.

(4) Select the method you will use to build your retirement income and stick to it through hell and high water.

Planning what you are going to do after retirement accomplishes several important purposes besides acting as a guide to required retirement income. It's like having a rainbow to admire daily with the knowledge and anticipation that you will find the treasure at the foot of the rainbow when you retire. Thus you anticipate and look forward to retirement. Perhaps you will have the opportunity of doing some of these dreamed of activities before retirement. You may con-

sider postponing these adventures until you retire and place the money they would cost in your retirement investment fund where a dollar invested then may give you several dollars to spend later. Early planning for good-living in retirement whets your appetite and desire for retirement and banishes those "I don't know what to do" and "unwanted-unneeded" feelings.

There are many ways to build retirement incomes. Several plans for accumulating retirement income will follow, or perhaps you have a plan of your own. These brief outlines are to start you thinking and enumerate a few of the advantages and pitfalls.

Social Security

Maximum Social Security should be the root of every retirement income plan. It is one of the few funds which can be depended upon during depressions, wars, and other national catastrophies. Everyone who is eligible should try to qualify for the maximum Social Security payments. Remember, if you can qualify, you have a privilege many worthy citizens are denied. The maximum monthly payment is not adequate to cover even a modest cost of living, but it greatly simplifies the planning and building of an adequate retirement income. Social Security payments are fixed and have been for several years, yet our cost of living increases each year and the payments become more and more inadequate. Just how long our Congress will allow this inequity is a moot question. Congress may also correct another shortcoming of Social Security: many people are still ineligible for coverage.

Insurance Annuities

A combination of Social Security and insurance annuity is the safest means of providing a positive, set retirement income. Almost all other media are speculative to some degree.

Three hundred dollars per month is the amount most often mentioned today by retired couples as the minimum required to live in modest comfort. If you are a

married couple and the husband is thirty years old and you want a similar income when you retire at sixty-five, it might be worked out something like this: you will work thirty-five years after starting the annuity payments, so you add two percent for each working year, or seventy percent to cover the increase in the cost of living during that period. The total then required would be \$510 per month. Maximum Social Security will probably have increased to at least \$160 per month when you retire. Thus, you would need to provide \$350 per month by annuity. If started at the age 30 an annuity of this amount would cost approximately \$87 per month. If you postpone starting the annuity until you are older, it would cost a great deal more. Starting at the age 40 and retiring with the same income at 65 would cost over \$200 per month. Combination policies including payments in case of death are available.

Annuities have at least one drawback. They are based upon the husband staying alive. If he dies before the target retirement age, the wife gets a refund of the total premiums paid or the guaranteed cash value of the policy. There are no annuity payments. If the husband dies after the income starts, the payments are continued to the beneficiary for approximately ten years. As the records show that wives are outliving their husbands by many years, it might be possible for the payments to stop just when your wife needed them the most.

This is not so with stocks, real estate and some other media. While they are speculative, what the couple has purchased before the husband dies, pays at least a part of the target income. If death occurs after the full income is realized, it continues to pay the wife as long as she lives and can be passed along to the children or other relatives.

If you feel you cannot afford insurance annuity and have to turn to a medium which might return a greater income for a smaller investment, remember these other media are speculative, you could lose and you will need a guidance expert.

Savings and Loan Association Accounts

Building a retirement fund by savings in a Savings and Loan Association is, to some extent, comparable to investing in insurance annuities. The rate of interest is slightly higher, usually three and one half to four percent as compared to three percent for insurance, but in neither will your savings grow much faster than the three to four percent dividends.

Wherever possible, it is advisable for every family to have a savings account in one of these institutions for an emergency. It gives one a very comfortable feeling to have some funds on deposit where they are earning a fair rate of interest and still can be withdrawn immedi-

(Continued on page 68)

C. M. DAVIDSON knows what he's talking about, whether it's appliances or retirement. A successful dealer for 27 years, he closed his Miami store in 1953 and began devoting more of his time to writing, a part-time avocation he followed even while active in business. Over the years he has contributed many articles on

retail management and merchandising to **ELECTRICAL MERCHANDISING**. His last article written as a dealer was called "One Dealer's Swan Song" and appeared in the issue of December 1953. In this latest article he makes his initial appearance to qualify as an expert in a new field—retirement.



Look What a TV Program Did For This Dealer

Ever since he opened a store in Orlando, Fla., in late 1954, dealer Paul Dixon, at left in the picture above, has put the bulk of his advertising money into a western TV show. The results have been little short of spectacular, as the graph above clearly indicates

SO you think TV advertising won't work.

Paul L. Dixon, electrical appliance dealer in Orlando, Florida, since December 1954, will argue that TV advertising pays and back it up with facts. Ninety percent of his advertising is done on one local TV station. This year he has set a quota of one million dollars for his gross sales and plans to spend just \$26,500 on TV advertising.

Dixon opened his store in a small but growing business district about three miles from the center of Orlando where parking was no problem. The surrounding vicinity was well populated with owners and renters of medium priced homes. Dixon's was the only appliance store in this area at the time. There had been other appliance stores but they met with no success.

In budgeting for his first full year (1955), Dixon realized he had to make a quota of \$200,000 to stay in business. He felt that what he needed was an advertising 'gimmick.' To find the right gimmick was his problem.

At about the same time, a local TV station was offering a show consisting of western and folk music. Guest performers, a girl singer, and a comedian added to the attractiveness of the program. Dixon liked the show, as did many of his friends. He decided that this was it—his gimmick. He would advertise on TV with a live show. "The Paul L. Dixon Five Owl Show" became his medium.

For the first few months he used spot commercials with the announcer representing his business. At the TV station it was suggested that it would give a personal touch and help sell appliances if

he would appear with the announcer.

It took a lot of nerve to go on for the first time. But Dixon did all right. He sold nine G-E room air conditioners over the telephone before he left the station.

By the end of the year the \$200,000 quota had jumped to a reality of \$296,000 at a cost of \$9,500 paid out for TV advertising. In 1956 he set a quota of \$400,000 and invested \$14,500 in TV advertising. Gross sales amounted to \$511,000. The 1957 quota was \$650,000. He spent \$22,500 for the same kind of advertising. Business amounted to \$884,000 in gross sales.

During the months of August and September in 1957, Dixon's sales accomplishments were the highest in the three states of South Carolina, Georgia and Florida. For this achievement he received the General Electric Company's P. A. Tilley award. It consisted of a plaque and a sterling silver punch bowl.

Dixon attributes much of his success to the type of entertainment he uses on TV. He realizes that in advertising his merchandise he must have the type of show which will appeal to a large percentage of middle class people who are the buying power of his area. *End*



From this warehouse sales floor, Atlanta, Ga., dealer Bill Sharpe last year sold \$138,000 worth of reconditioned appliances—at prices good enough to provide 18 percent of the firm's net take on all white goods. It's all possible because Sharpe has learned . . .

How to Recondition a Refrigerator for \$18

By BILL McGUIRE

UNDERSIZED, malodorous, dented and chipped, yesterday's refrigerators, ranges and washers, are objects of scorn to many a dealer. To Atlanta's Bill Sharpe, they're life savers.

"Last year," he says, "our used appliance operation kept us from taking a deep, red bath, and maybe worse."

In 1957, the \$138,000 worth of trade-ins reconditioned and resold by Sharpe's Appliance Stores, Inc., accounted for 18 percent of the then four-outlet firm's net on its \$1,250,000 white goods volume. The average markup of all units run through the shop was 43 percent over the sum of inventory value and the cost of materials and labor required to recondition them. Refrigerators are by far Sharpe's most common and most profitable candidates for reconditioning.

Following 100 boxes through the shop gave the firm an average reconditioning cost of just under \$18 per unit, labor and materials. This is the resale formula Sharpe has worked out for refrigerators:

$2.25 \times \text{inventory value} + \$20 = \text{selling price}$. Thus, a box which the store has inventoried at \$25 will sell for about \$76.25.

Sharpe's used appliances are taken in trade by the store's 19 outside salesmen. Playing it by ear rather than blue book, they trade fast in customers' homes, putting a ceiling on their allowances of 60-70 percent of what they estimate resale value to be. This allowance runs from 1.5 to two times book value. Book, in turn, is generally not far from the inventory value Sharp will use for the unit. The difference between allowance and inventory value is charged against the list price of the new piece, as a discount. In case of flagrant over-allowances the salesman's commission may be cut or eliminated.

Sharpe's trade-ins are tested and reconditioned under a program largely adapted from Frigidaire's "Tested, Approved and Guaranteed" plan, but including elements from other manufacturers' methods. The result: an efficient, profitable operation.

Here, step by step, is how Sharpe reconditions trade-ins



Receiving and Inspection: \$1 for Labor

Incoming trades are sprayed inside and out with an exterminating agent, then stored in warehouse basement until enough have been collected to start a reconditioning run.

First step in this process is for a receiving clerk (\$1.50 per hour) to spend 30 minutes checking and appraising each piece. A box that won't run and is in the lowest resale bracket (\$50-60) is written off as junk. Checker then uses blue-book as a rough guide to estimate "as is" value of unit. It goes into inventory at that price.

Parts obviously in need of replacement and missing parts are then listed. One profitable practice: Sharpe insists that delivery men pick-up any loose parts that are around house when they take in trades.



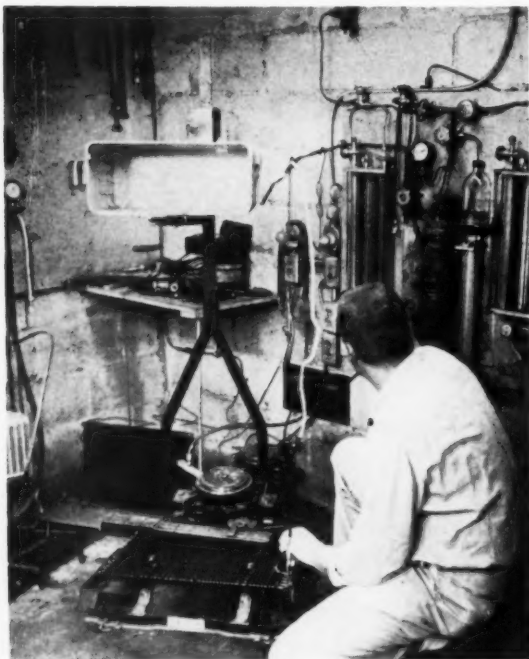
Cleaning: \$1.50 for Labor

A box can be cleaned thoroughly in 90 minutes (one man at \$1 per hour). The interior and components are scrubbed down with a light solution of a stripping compound (Sharp uses 150 pounds a year at 27 cents a pound). The box and

accessories are rinsed, reassembled and the unit rolled onto a low dolly on which it moves to the shop.

Range cleaning takes longer. Removable parts are cleaned in a stronger solution of the stripping compound which has been heated to 150 degrees. A stove cleaner in jelly form is used for inaccessible areas (\$7.50 for a gallon which goes a long way).

Although it takes longer to clean a range than a refrigerator, no painting is necessary with the former so that total reconditioning time is the same.



Shop Repair: \$2 for Labor

Two men (each at \$2 an hour) handle shop repair and spray painting, alternating on these jobs.

Some units roll through shop repair in five minutes, others require several hours. One hour is the average. Operations range from a fast plug-in check of an obviously good box to adjusting switches, using a watt meter to test current consumption, running a compression test, pulling a vacuum, and recharging a down unit. The job is accomplished without pulling the refrigeration unit from the cabinet.

Sharp also does contract work for other dealers (above) in which the unit is removed.

Preparation for Painting: \$2 for Labor

One semi-skilled (\$1 per hour) man prepares trade-ins for painting in an average of two hours per piece. This can involve spot sanding, masking, occasional priming and mechanical details such as replacing hinges, removing dents from box exterior, and mounting new gaskets and breaker strips.

Some of Sharpe's men can even patch porcelain. The abrasion is filled with special putty and then polished to a high gloss with dampened waterproof sandpaper. Next, it's sprayed with seven coats of lacquer at one-minute intervals. The completed job dries quickly.

Painting: \$2 for Labor

Either of Sharpe's two shop repair-spray paint men can paint a used refrigerator in 30 minutes. They apply one



coat, using, on an average, about 75 cents worth of enamel which costs \$9.75 a gallon. Shelves and evaporators are also painted at the same time—with a commercially prepared aluminum spray.

Since only skirts, legs and wringer assemblies can be painted, wringer washers can be completely processed in even less time than is the case with refrigerators.

Appliances are allowed to dry without benefit of heat lamps for a 10 to 12 hour period before they finally take their place on Sharpe's sales floor.



Finally, carrying a 90-day guarantee, the completely reconditioned unit reaches Sharpe's sales floor

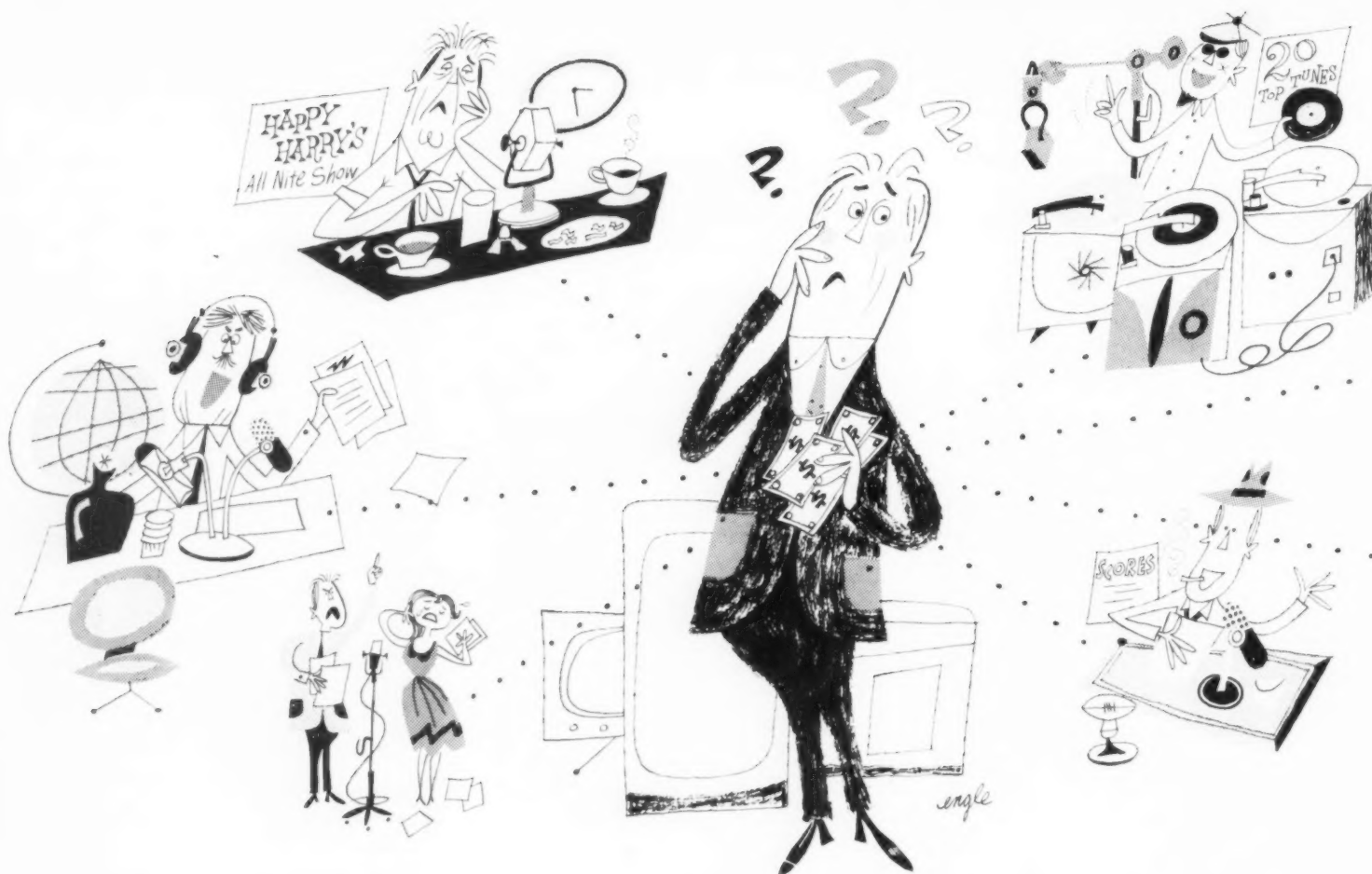
WHEN a unit completes its reconditioning cycle, it's trucked across the courtyard to the ground floor of the warehouse, where reworked merchandise is stored, displayed and sold. There, it's sprayed with an odor-eliminating agent containing perfumes to conceal odors and masking agents to absorb them. Sharpe gets a lot of mileage out of a gallon of this concentrate (cost: \$3.85), since in use it's cut 1:7 with water. As a final anti-odor measure, refrigerator doors are left open through the night from time to time.

Used appliances are priced by R. M. Dempsey, the firm's sales manager, who bases his prices on Sharpe's resale formula and his knowledge of the market. From the warehouse floor, salesmen sell the reconditioned trades for the standard eight percent commission. Boxes six or eight years old bring \$80. Bigness is a negative factor here. Small pieces in this age group sell faster than large ones, and at equally good prices. Models two to three years old, with some deluxe features, yield up to \$150. Here, the bigger the box, the bet-

ter the price. No rebuilt appliances brings the firm a figure which is less than \$50.

All used pieces are sold with 90-day P & L guarantee (plus whatever's left on the original five-year unit warranty), and with exchange privileges at full purchase price on new units of similar category up to 12 months after sale. About 10 percent come back via this route. Sharpe is glad to see them, not only because each means a new sale has been made, but because depreciation of used appliances is practically nil. All that's lost are the \$10 delivery cost and the \$5 which the firm invests in the average warranty.

Low rate of depreciation makes it possible for Sharpe to be lenient in credit sales of used white goods. An eight-year old box is worth as much as one that's seven, he finds, so repossession poses no problem. The firm simply picks up the piece, runs it through the cleaning operation, and puts it back in the warehouse for resale at no appreciable loss. *End*



Costs are low, results are big, only if you know how to

GET FULL VALUE FROM YOUR RADIO ADVERTISING

AMERICANS last year proved the continuing popularity of radio listening by digging into their wallets to buy 15.3 million radio sets. Ninety-six percent of homes now have at least one working radio; two-thirds of American families own two or more sets.

Does your advertising reach this tremendous audience? Many retailers broke off a long series of radio advertising successes when, in 1947, they saw national advertisers switching from radio to network TV. If you were among them and still think radio is on its last legs, take a look at the figures for 1957: radio advertising by national brands was up 4.7 percent over the 1956 level. That percentage increase represents an added \$4

million for radio. National advertisers just don't add that much cargo to a sinking ship.

Radio is still the same low-cost, high-impact advertising medium it was before the TV bugaboo reared its head. The secret of radio advertising is not whether to use it, but how to use it.

To give your advertising dollar maximum impact, ask these questions before you buy radio:

What type person do I want to hit with my message?

First rule of hunting is to be able to recognize the rabbit when you see him. Decide who your best prospects are—what their income is, whether they are

white-collar, industrial, or rural workers. Then find a station that hits your target.

Every radio station has a "personality"—a general programming tone that draws a certain type audience. Ask the station's salesman what population segment listens to his station; then check on it yourself by listening to the station and by asking your target types which station they tune in most often.

Another aid in picking the right station is advice of noncompetitive retailers who sell the same people you want to reach. Ask them about their experience in radio—best station, best times, best program types. If they've been "taken" by a local station, they'll let you know



By BILLY BARNES

it in a hurry, and you won't have risked your money getting this information. If they like the job a certain station is doing for them, chances are they'll want to talk about that, too.

When should my sales message be broadcast?

National surveys show the average "radio listening day" shapes up like this: Radio listeners from 6 to 7:30 am are primarily rural and industrial workers and their families. Around 7:30, white-collar families tune in until 8:30, when the husband and children leave the wife alone with her radio set. The audience, then, is primarily female until 5 pm when men tune in their car radios on the way home from work. From 6 pm until midnight the audience is generally composed of family groups.

How to make this pattern work for you? Push impulse-purchase items to the women in daytime. From 5-10 p.m., have radio tell about your refrigerators, television and other large family-decision items needing the interest and attention of both husband and wife.

Which programs draw the audience I want to reach?

Radio Advertising Bureau studies find housewives giving first preference to popular music, with daytime serials (soap operas) and news programs their second and third choices.

Both "white-collar" and "industrial-worker" heads of families devote most

of their listening hours to popular music. News is second favorite, with variety programs third.

Professional men (who listen an average of 11 hours, 36 minutes each week) give first choice to news programs, second to popular music, third to variety shows.

Maybe you can't buy a whole news or music show. But you can slip a spot announcement in beside the show your prospects listen to.

What geographical area do I want to cover?

If you have a small store in a heavily-populated area, a small station can do the job nicely. If your prospects are spread thinly over a large area, a station of 5,000 watts or more is for you.

Be conservative about power of the station you use. In most areas the price of radio time rises directly with the stations' transmitting wattages. Unless the more-powerful station reaches more of the people you need to reach, don't be impressed by wattage figures.

When an air salesman calls on you he will probably bring the station's "coverage map" with darkened portion showing area covered by the station. Bear in mind this type map only shows the area where people can listen to the station—not where people do listen.

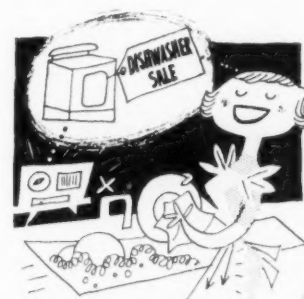
Should I do all my advertising on one station?

To a large extent, each station has a different audience. You may need to use two or more stations to reach different audience segments, plugging different items with each group. But in figuring costs don't forget that percentage of "frequency discount" rises as your volume of business with a single station increases.

Network affiliates—-independent "news-and-music" stations; which type should I use?

Chances are your area has both kinds of stations. And there's a possibility both types are first-class operations. But network-affiliated stations generally have more prestige, more attractive programming than their competition. Place your announcements next to a popular network show and you can count on your dollar's worth of listener impressions.

But don't write off news-and-music stations. If they make up for lack of network programming by originating lots of good live, local programs; if they build real

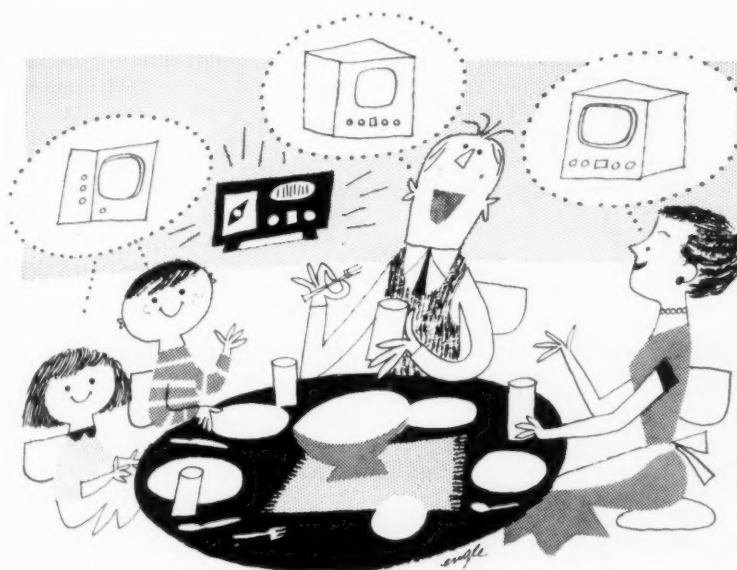


announcer personalities whose names are known by everyone in town, then you had better move in closer.

The clunkers you have to watch out for are news-and-music outfits that have inexperienced announcers constantly repeating the "top twenty tunes" for a devoted but very limited audience. This, again, is the "station personality" in action.

How can I tell how much my advertising dollar is buying?

The method most widely used for measuring worth of the radio advertising dollar is by dividing the number of listeners by the number of advertising spots. (Continued on page 76)



BETTER HOME

merchandising

No matter what you're selling, it's the IDEA that counts

ST. PATRICK'S DAY: Wearing O' the Green Sale

An annual "Irish Bargain Party" promotion based on St. Patrick's Day has paid off for several years for Dunk and Bright Furniture Co., Inc., Syracuse, N. Y.

NEWSPAPER EYE CATCHERS: This year the firm did a take off on its corporate name to set the theme. Calling themselves "O'Dunk 'n O'Bright" a series of unusual newspaper ads were used to advise the public of the event. Photos of store personnel in ads showed them wearing sketched-in Irish hats on which the name of each was inscribed. The principal newspaper ad, done in green, appeared

four days in advance of St. Patrick's day, with smaller follow-up ads closer to the event. Flyers were sent out to regular customers a week in advance, and carried a similar theme inviting them to a private customer sale. Radio spots were couched in Irish jargon.

THE BIG DAY: On St. Patrick's day, and for the period of the promotion specially priced items throughout the store were marked with green tags. Since newspaper ads and flyers had already announced that 25% off was the rule for anything with a "touch o' green" in the store,

the meaning was obvious to prospects. Salesmen wore green and white striped vests, and a three piece band played Irish music throughout the promotion which began on a Friday and ended on a Monday. As special traffic pullers the store offered free Irish dolls to junior visitors, and Irish whiskey for those thirsty prospects wanting a little nip.

William Bright, a store executive, estimated that total costs ran to about \$1200. Bright added, "as our big sale of the year these costs were negligible. Heavy traffic and excellent business were more than enough to offset them."

CLOCK SALES: Mass Display Does The Job

Stanley's Appliance Co., in St. Louis, Mo., finds that the quickest and most effective way to accelerate clock sales is through the use of a mass display so large that it cannot escape notice. What's more, they've proved their point with a display fixture which sells 150 clocks per month.

SIZE COUNTS: Taking advantage of an odd corner of the store, the owner, D. L. Stanley, constructed a shelving arrangement which contained 76 compartments of various sizes. These ranged from 6 x 6 inches to 2½ feet by 10 inches. The overall unit was painted bright pastel

blue, against which clocks of every description contrast brilliantly. The sizing of individual compartments allows plenty of space for everything from full-size mantel clocks on down to miniature alarms. In addition Stanley also displays more expensive dual-purpose units containing barometers, novelty children's clocks, timer models, etc. A broad vertical panel at the left of the fixture is put to work in displaying kitchen models.

WHAT IT'S MEANT: Since its inception, Stanley's big clock display has moved an average of 150 clocks per

month. Impulse buyers, at first amused by the extensive display, account for 90 percent of this volume. As added impetus the store marks down several leaders in the clock inventory each week, and this method of attractively pricing individual items is carried on a rotating basis throughout the year. The fact that customers notice the display and head for it even when their primary interest is in something else convinces Stanley that the clock display pays secondary dividends. When Junior breaks the family clock Stanley's Appliance is the first store to come to mind, and that, says Stanley, "makes our sales."

CIVIL DEFENSE TIE-IN: A Unique Promotion

Sattler's in Buffalo, N. Y., knew that a local Civil Defense exercise was planned for the city. They were also aware that pedestrians had been ordered from the streets for a ten-minute period during that exercise. So they made plans.

HOW IT WORKED: When the siren went off in Buffalo on the day of the alert,

Sattler's had readied in each of the store's departments an item which they offered at half-price during the course of the ten minute alert. The only promotional medium used in advance was an institutional advertisement in a local newspaper the night before the alert. Close to 100 different items billed as "Ten Minute Specials" were included in the sale, and the promo-

tion represented no increase over the store's daily advertising expense.

THE RESULT: Pedestrians flocked into the store during the alert, conforming not only with CD instructions to clear the street, but in order to take advantage of half-price specials. During the ten-minute period Sattler's sold more than 4,000 items.

End



Blue Curtain in background forms a portable theater in which Hampton Electric can demonstrate color TV without worrying about the high level of lighting in the balance of showroom.

He Built a Portable Theater To Demonstrate Color

For \$200 Hampton Electric in St. Louis licked the problem of demonstrating color on the sales floor. The result: they're selling sets to six out of every 10 guests invited in for a color party

INVESTING approximately \$200 in the construction of a "theater" enclosure set up in the center of the showroom helped Hampton Electric Company, St. Louis, Mo., sell over 100 color TV sets last year.

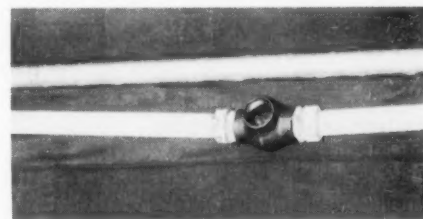
Van Vancil, appliance department sales manager, built the enclosure himself, using lightweight aluminum tubing from the store's electrical contracting department, screw-together tees and corner joints. The blue drapery fabrics which make up the roof, sides, and rear walls were already on hand, at least in part, supplied for window backdrops by one television manufacturer. When Vancil sent out an emergency call for more, his suppliers obligingly filled in the deficit. The result was an enclosure light enough to be easily moved from place to place as desired, and equally easy to "knock down" for storage whenever necessary.

Twelve feet wide, seven feet high, and

eight feet deep, the enclosure has helped Vancil lick what he feels is the most difficult problem in color television presentation—the fact that the average prospect doesn't get a true idea of the color rendition when a set is demonstrated in ordinary daylight. Even during the evening hours in the showroom there is enough "competition" from artificial light sources to make a discouraging picture on the face of the set.

For the past several years Hampton Electric Company has been carrying out "home demonstrations." Sales where such demonstrations are concerned were invariably good. The store did not feel it could afford to make a home demonstration such as this, at an average cost of \$15 or more, for every color TV prospect. The store could, however, use the enclosure to set up a darkened display system for its color television and that's why Vancil decided to build the enclosure.

Results were immediate and emphatic, Vancil indicated. Whereas color television in the showroom had heretofore created only mild interest, it was soon apparent that customers in the showroom would stand for long periods of time, looking into the curtained-off enclosure at whatever color presentation was on. This encouraged Vancil to write personal letters to select groups of color TV prospects, inviting them to come in to witness special color presentations, such as spectaculars, big parades, etc., in full color. Making a "party" out of such events and choosing his guests carefully, Vancil hit the pleasant figure of six sales for every ten "party guests" during the latter half of 1957, when the enclosure went into operation. *End*



Theater was built in store's own workshop by using aluminum tubing from firm's electrical contracting department.

Are you making as much money as you should?

Many dealers aren't, says Professor Davidson, and the reason is simple: they make too many decisions without regard to the consequences on their net. In other words, they're not "profit-minded"

Fortunately, there's an easy way to foresee the impact of specific decisions on your profit picture. It's called break-even analysis and it provides a yardstick for profitable planning.

HOW TO FIGURE YOUR BREAK-EVEN POINT

By WILLIAM R. DAVIDSON, Ph.D. THE OHIO STATE UNIVERSITY



WHY do so many dealers fail to make a fair profit on their operations? Surprisingly enough, the reason often is that the dealer is not profit-minded.

This does not mean that he is not interested in profits. It means, rather, that he makes too many decisions without regard to the profit consequences.

Many dealers, for example, are primarily sales-minded—operating on the principle that all other problems will take care of themselves if only there is enough sales volume.

Others are primarily price-minded. They're first cousins of the sales-minded dealer; they feel that if prices are at a sufficiently low level there will be enough volume.

Still others are service-minded. "Treat the customer right and you have a customer for life" is their motto. Many dealers have built their businesses on this pattern but have failed to realize that in today's market many consumers take for granted the idea that they will be able to get satisfactory service somewhere.

Certainly all of these factors—sales, price, service, etc.—are important. The "profit-minded" manager recognizes, however, that profits do not come about automatically by doing some other one thing in an outstanding manner. He knows that

profits are the result of the inter-relationship between a number of complex factors. He knows that he must consider the profit consequences of *all* important business decisions.

Questions To Answer

The successful business manager finds that he must spend a lot of time attempting to anticipate probable future conditions. It is not enough to try to foretell, as realistically as possible, local business conditions, trade trends, and other external matters. Such questions must be related to the economic structure of the business in question. And, to do this, it is necessary to know all about the firm's economic structure. This is often done through what is known as "break-even analysis."

Such analysis involves the inter-relationship among several variables—sales volume, margin, and costs. But costs are recognized as being of two classes, fixed and variable. Emphasis is focused upon the marginal income—i.e., the income over and above the variable costs associated with a given volume of business.

Through analysis of these variables, a number of questions can be answered, and through such answers, certain major decisions can be made more intelligently. The kind of questions that can be answered through the use of such analysis are illus-

trated in the following list:

1. What will be our profit or loss at X sales volume?
2. What additional sales volume will be required to cover the additional fixed costs arising from a store modernization program?
3. What sales volume is required to earn a designated profit?
4. What sales volume is needed to cover an additional variable cost resulting from a change in salesmen's compensation rates?
5. How will a given reduction in gross margin make a change in our break-even point?
6. If we change from a lease which involves a fixed amount of rent to a lease that involves a "percent of sales rent," how will this change our break-even point?

Summary of Procedure

Break-even analysis involves a relatively simple five-step procedure:

1. Classify all individual expense account items into two groups: (1) fixed and (2) variable.

Some expenses will probably be recognized as semi-variable. That is, they may contain fixed elements, but also may vary with sales to some extent. Such items

may be divided into "fixed" and "variable" components, according to judgment about the relative importance of each such component.

2. Determine the *variable expense ratio*. This is done by expressing the total amount of variable expenses as a percent of sales volume. This can be done on the basis of either actual or budgeted volume and expense data.

3. Decide upon the *gross margin ratio*. The gross margin ratio may be an actual figure from recent experience, or it also can be a hypothetical margin used for planning purposes.

4. Calculate the *marginal income ratio*. Do this by subtracting the variable expense ratio from the gross margin ratio. This is the proportion of sales volume that is available to the dealer to cover his fixed

expenses and net profit.

5. Figure the *break-even point*. This is done by dividing the marginal income ratio into the dollar amount of fixed expenses. The answer is the sales volume which is required by the dealer to break even. Below this calculated sales volume, losses would be expected to occur. Above it, profits can be expected in the dealer's operation.

Here's How One Dealer Used Break-even Analysis In His Own Business

HERE'S the way break-even analysis was used by the owners of the University Appliance Co., whose operations have been used to illustrate the first two articles in this series (EM, May and June 1958).

Figuring the Break-Even Point

Break-even analysis relies on use of the budget figures shown in Figure 1. With these figures at hand, the dealer then followed the five-step procedure outlined above. Here's how it was done:

(1) *Classification of expense items*. Each expense item was classified as fixed (F), variable (V), or semi-variable (SV) and the amount of each item was distributed directly to the appropriate column on the worksheet (Figure 1).

Semi-variable items were then divided into fixed and variable components. For example, two regular service men were paid a base wage of \$75 per week, or an annual fixed expense of \$7,800. The remainder of this item, \$4,620, consisted of overtime hours, extra hours worked by a part-time man, and expenses incurred by service men. This part of the account was considered variable in relation to sales.

Some accounts, such as "miscellaneous administrative expense," contained a large number of different kind of payments, some of which were fixed and others were known to be variable. Most of these items were divided 50-50 among fixed and variable expenses.

(2) *Variable expense ratio*: At the projected sales volume level, variable expenses amounted to \$30,260. The variable expense ratio was, therefore, 14.6 percent (\$30,260 divided by planned sales of \$207,000).

(3) *Gross Margin*: The planned gross margin (merchandise plus service) amounted to 33 percent of projected sales.

(4) *Marginal income ratio*: The variable expense ratio of 14.6 percent was subtracted from the margin of 33 percent. This left 18.4 percent as the marginal income ratio. This is the percent of sales volume that is available (after allowing for variable expenses) for covering fixed expenses and for realizing a net profit.

(5) *Break-even point*: The break-even point was figured as follows:

$$\frac{\$32,970 \text{ of fixed expense}}{.184 \text{ marginal income ratio}} = \$179,185$$

At this volume of \$179,185, the marginal income ratio of .184 or 18.4 percent would yield a marginal income of \$32,970, which would be just equal to the fixed expenses. Above this volume level, University could operate in the "black," but below this level losses would be incurred.

Charting the Break-Even Point

The economic structure of a business

can be understood more readily if the relationships involved in break-even analysis are shown on graph on following page (Figure 2).

To prepare such a chart and expect accurate results, a good sheet of graph paper must be used. Lines on the graph paper should be close enough together so that figures can be plotted or read to the nearest thousand dollars without difficulty. A scale for sales volume is set up along the "X" or horizontal axis. Margin and expense are read along the "Y" or vertical axis. After establishing the scales,

MORE▶

	Budget	Nature of Expense Items	Expense Distribution	
			Fixed	Variable
1. Net sales for year	\$207,000			
2. Cost of goods sold	138,690			
3. Gross margin (#1-#2)	68,310			
4. Operating expenses, total	63,230		32,970	30,260
A. Administrative, total	45,630			
(a) Owner's salary	7,500	F	7,500	
(b) Office salaries	3,930	SV	3,600	330
(f) Employer's share (S.S. & U.S.)	790	SV	395	395
(c) Salesmen's compensation	11,390	V		11,390
(d) Servicemen's wages, expenses	12,420	SV	7,800	4,620
(e) Delivery, warehouse salaries	3,600	F	3,600	
(k) Vehicle maintenance	1,870	V		1,870
(t) Vehicle depreciation	700	F	700	
(m) Office, store supplies	830	SV	415	415
(n) Credit, trade information	40	V		40
(o) Collection costs	80	V		80
(p) Miscellaneous administrative expense	2,480	SV	1,240	1,240
B. Occupancy expense, total	4,940			
(g) Light and heat	1,000	F	1,000	
(h) Janitor service	340	F	340	
(i) Rent	3,600	F	3,600	
C. (l) Advertising expense	5,180	V		5,180
D. (w) Bad debt losses	970	V		970
E. All other expenses, total	6,510			
(q) Taxes, except on property, income	980	F	980	
(x) Interest	1,240	V		1,240
(u) Shop equipment depreciation	350	F	350	
(v) Trade in losses	1,040	V		1,040
(r) Miscellaneous other expense	2,900	SV	1,450	1,450
5. Net operating profit (#3-#4)	5,080			

Figure 1—First step in break-even analysis involves classifying each expense item as

fixed, variable or semi-variable. University Appliance Co. used a worksheet like this.

A YARDSTICK For Profitable Planning

CONTINUED

the following steps are taken in charting the break-even point:

(1) *Gross margin*: Points are located for the purpose of plotting a line for gross margin. Two points are adequate but as a check, it is desirable to plot three such points. One of these points is "0". At no sales volume, the margin will, of course, be zero. In the case of University, at \$100,000 of volume the margin would be \$33,000 and at \$200,000 of volume the margin would be \$66,000. All of these points fall on the same line. After the line is plotted, the gross margin at any given sales volume level can be read directly from the chart.

(2) *Fixed expenses*: A line for fixed expenses is then plotted on the chart. By definition, this is a constant factor. In the

case of University, the fixed expense line is plotted at \$32,970.

(3) *Total expense*: Next, it is desirable to plot three points for a line for total expense. At zero sales volume there would be no variable expense so this line may be started at the left of the graph at the level of fixed expense. Two additional points were plotted for University:

Expenses	At a sales volume of—	
	\$100,000	\$200,000
Variable (14.6%)	14,600	29,200
Fixed	32,970	32,970
Total	47,570	62,170

These points were plotted on the graph to determine the location of the line for total expense.

The point at which the total expense

line intersects the gross margin line is the break-even point. Usually it cannot be read as accurately from a graph as it can be computed. It is apparent, however, that the graph yields the same results. The break-even point, previously calculated at \$179,185, appears at the same location on the graph below.

Below this point (to the left of it) the margin is not adequate to cover total expense. Above it (to the right) the margin is above the total expense line and profits are realized. One of the big advantages of the graph is that it gives a picture of probable conditions over a range of sales volume. For example, the owner can read from the chart about how much profit would be realized if sales amounted to about \$230,000 instead of the \$207,000 which was budgeted. He could also tell about what losses would be incurred at

Break-even Chart for University Appliance Company

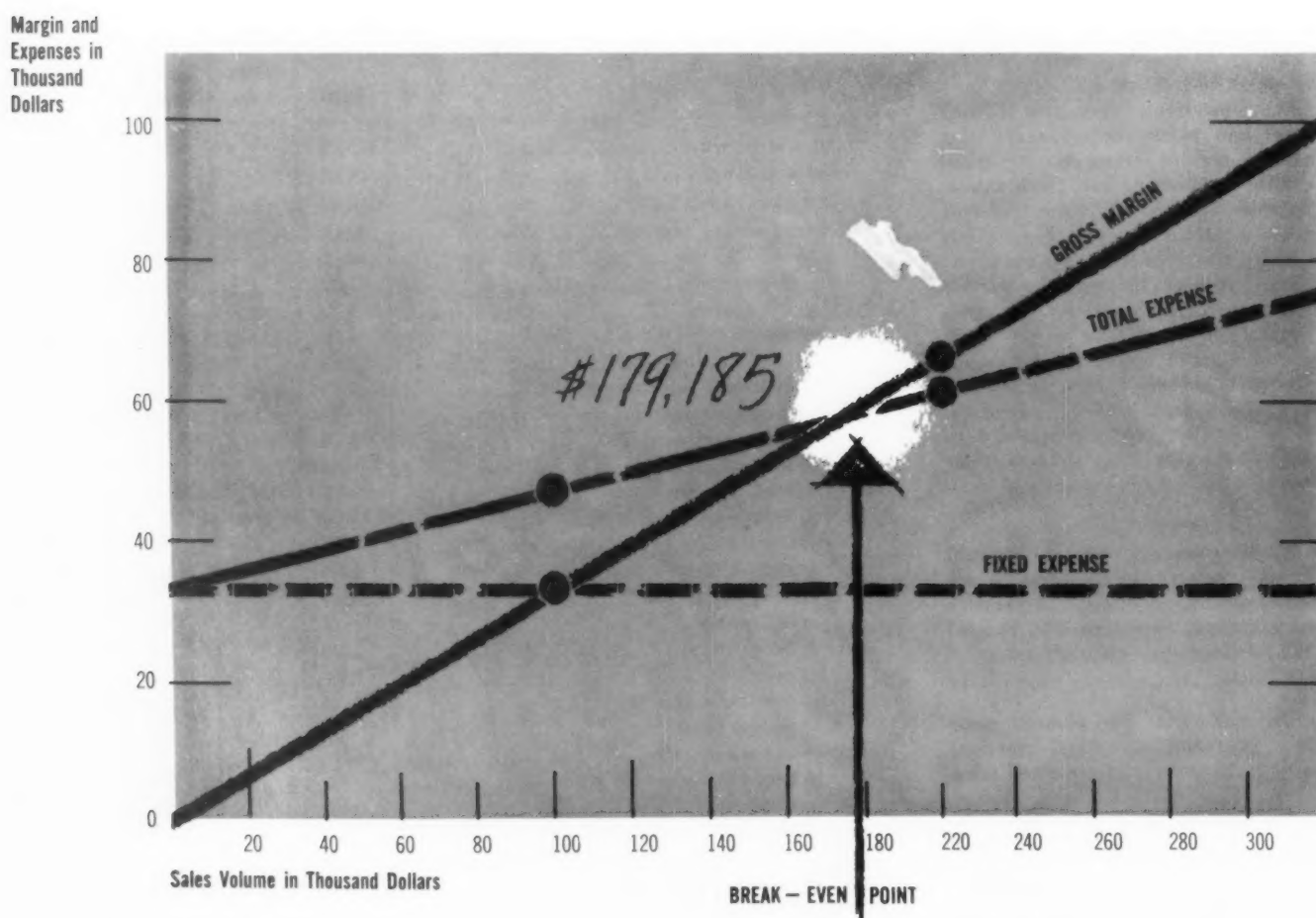


Figure 2—The theory behind break-even analysis becomes clear when plotted on a graph. Break-even point is shown at the intersection of lines representing gross margin and total expense. In the example above, break-even point is

\$179,185. Volume at less than this figure would involve a loss (since total expenses would be more than gross margin). Volume above this point would represent profitable business to the dealer concerned.

any point below the break-even point. This would be very helpful in anticipating the need for cutting costs in a period of declining sales volume.

How Valid is Break-Even Analysis?

While break-even analysis can be very helpful, it must not be used blindly. Mathematical relationships must always meet the test of good common sense before being applied to a business situation. This means that several precautions must be observed.

First, it must be remembered that such an analysis involves estimates or projections of several different factors: sales, gross margin, and expenses, divided into fixed and variable categories. One must not be lulled into a false sense of security by a sales gain, without checking other factors. If the sales gain involves a reduc-

tion in the gross margin rate used in the analysis, or if it involves an increase in the variable expense rate, then the projected profit relationships will, of course, no longer hold.

Second, such a chart is useful only over a limited range of sales volume—a range extending not too far from the level of sales volume anticipated in the analysis. For example, in Figure 2, assume that sales would increase to near the \$300,000 level. It is not likely that the firm would have the capacity to do this volume without adding to its fixed expenses. Somewhere along the line a new truck, new shop equipment, or other services would have to be added, and there would be a new fixed expense structure. Then, it would be necessary to make up a new break-even chart. Similarly, if times got really tough, the owner would probably find

a way to get rid of some fixed expense, and would then have to restudy his sales volume and cost relationship in the light of such changes.

Third, the kind of relationships shown in Figure 2 lures some dealers into the trap of trying to operate on the basis of "plus" business. For example, assume that it is late in the year and it is apparent to the owner that he is operating well above the break-even point. He may feel that he has already covered his fixed expenses, so that now all he has to do is cover variable expenses to have a net profit contribution. If this leads to substantial additional volume obtained on a cut price basis, he may have to add new personnel or equipment to take care of the business. Then, he will find that his cost structure has changed, as pointed out in the preceding paragraph.

Here Are Three More Ways In Which Break-even Analysis Pays Off

BREAK-EVEN analysis can be used as a guide in making a wide variety of other business decisions. For example:

Expanding Facilities: Assume that University decides to expand by renting the storeroom next door. The rent will be \$150 per month. It is expected that this will also add about \$400 per year to other fixed expenses of occupancy. Otherwise, the expense structure is expected to remain the same as shown in Figure 1. At the current gross margin rate, what volume would be required to break even? This may be considered in relation to the five basic steps already outlined.

(1) Variable expenses would be the same. Fixed expenses would increase by \$2,200 (\$1,800 for rent and \$400 for occupancy) to \$35,170.

(2) The variable expense ratio would still be the same: 14.6 percent.

(3) The gross margin would be the same: 33 percent.

(4) The marginal income ratio would be the same: 18.4 percent.

(5) The break-even point would now be determined as follows:

$$\frac{\$35,170 \text{ of fixed expense}}{.184 \text{ marginal income ratio}} = \$191,140$$

To cover the additional \$2,200 of fixed expense the break-even point has increased from \$179,185 to \$191,140, or by 6.7 percent.

Reduction in Margin: Suppose that University Appliance decided to become more promotional in character and will feature many price leaders in advertising. Furthermore, this involves giving salesmen more latitude in negotiating prices

with consumers. It is expected that the gross margin rate will drop by about 5 percentage points, or to about 28 percent. How would this affect the break-even point, if there was no change in the expense structure? The five steps are as follows:

(1) Fixed expenses remain at \$32,970.

(2) The variable expense rate is 14.6 percent.

(3) The gross margin now becomes 28 percent.

(4) The marginal income ratio is now 13.4 percent (28 percent gross margin less

14.6 percent variable expense ratio).

(5) The break-even point is as follows:

$$\frac{\$35,170 \text{ of fixed expenses}}{.134 \text{ marginal income ratio}} = \$262,460$$

Thus, the break-even point has shifted from \$179,185 to a new level of \$262,460, or has increased by 46.5 percent.

Volume Required for Predetermined Profit: Under the conditions stated in the problem given just above, how much volume would be required to realize a net profit of \$10,000? Since the net profit is considered as a requirement which is fixed in amount, it may be added to the fixed expense component for purposes of solving this problem:

(1) The fixed element now becomes \$42,970 (\$32,970 of fixed expense plus \$10,000 net profit requirement).

(2) Variable expenses remain 14.6 percent.

(3) The gross margin is still 28 percent.

(4) The marginal income ratio is still 13.4 percent.

(5) The volume requirement is now:

$$\frac{\$42,970 \text{ of fixed requirement}}{.134 \text{ marginal income ratio}} = \$320,670$$

With only 13.4 percent of the sales volume available for fixed expenses and profit, a volume of \$320,670 would be required for \$10,000 of net profit. This is probably an understatement because the solution has taken the volume outside the range of University's operating experience. It would probably take some increase in fixed expense items to support this volume, which would change the whole expense structure and require a new set of calculations. *End*

ABOUT THIS SERIES . . . AND REPRINTS OF IT

The hundreds of appliance dealers who have heard Prof. Davidson at NARDA conventions or attended his lectures at NARDA's Institute of Management in Washington each year recognize him as a keen analyst of the appliance-radio-TV field. This is the final installment in a three-part series on profit-loss analysis prepared especially for *ELECTRICAL MERCHANDISING* by Prof. Davidson. The first two articles ("Stop Those Profit Leaks" and "Plan for a Profit") appeared in the May and June issues respectively. Reprints of the entire series are available; requests should be addressed to The Editor, *ELECTRICAL MERCHANDISING*, 330 W. 42nd St., New York 36, N. Y. Single copies are free; prices on quantity orders will be supplied on request.

Kansas City dealer Don Rose runs an expanding one-man operation.

A big reason for his success is that

HE SPECIALIZES IN RANGES



ALTHOUGH FLOOR SPACE is at premium in Rose's Twin City Appliance store, a minimum of a

dozen ranges are on display at all times. This helps build reputation for specializing in ranges.

KANSAS City dealer Don Rose likes to sell electric ranges. He has some mighty good reasons. He sells some 90 a year. They contribute a healthy 13 percent of his business. They carry a 27 or 28 percent mark-up and, from the standpoint of trade-ins and service, they give Rose little trouble.

Rose runs Twin-City Appliances a one-man-plus-bookkeeper-and-serviceman operation located midway between several suburban areas dotted with homes in the \$20,000-up bracket together with settlements of substantial older homes. His

\$20,000-a-month volume runs 50-50 on old and new homes.

For this reason, Rose finds that trade-ins are an important part of his business. And he likes the trade-in situation on electric ranges. "While used gas ranges move slowly," he points out, "used electric ranges move out well to people who use them in equipping rental property, to customers who own homes in the \$8000 to \$12,000 range, to people with cabins on lakes, and to residents of rural areas who otherwise would have to go to expensive LP gas."

Thus Rose is able to make money on both new and used ranges. "One of our best volume producers," he says, "is a \$249.95 with trade-in deal. Our cost on this range is around \$165, to which we add about \$10 for delivery and \$8 for installation costs. This totals \$183, leaving us about a \$66 profit. The customer's trade-in, usually in the \$40 bracket, is brought into the inventory free with \$20 of its value charged to used appliances and the rest to new range sale.

"We don't even do badly with our \$199 leader," Rose hastens to add. "We buy

it for \$143 and delivery and installation boost our costs to about \$161. Though we don't make 20 percent, it's a sure-fire traffic-builder."

This is why Rose regards "electric ranges as one of my most salable items, next to air-conditioners."

Uses Experience

Rose has only been in business for himself for two years. But he brought to his business a wealth of information gathered during a seven-year stint as a top salesman for the Kansas City Power & Light Co.

Drawing on his utility experience, Rose knows the value of promotions and he knows enough to tie in with a good promotion when he sees one. He uses as a key sales aid Kansas City Power & Light's free wiring program for homes with inadequate electrical service. If a customer is doubtful as to whether she has adequate service for a range, Rose reminds her that the power company will install a 100-amp set-up and range circuit at no cost to her. He finds that about 50 percent of his customers are without range circuits.

Value of a Price Leader

Rose recognizes the wisdom of selling features rather than price. But he has found he needs a price leader and he now knows how to build traffic in his store. He learned the hard way. For six months, he tried to pull range traffic with product-feature-type advertising copy aimed at the price-no-object buyer.

He featured a \$479 range in most of these earlier ads. The campaign turned out badly for Rose.

Rose then reversed himself and promoted low-end merchandise in the \$250-and-under bracket. He found a fairly fast upturn in traffic and sales. But he doesn't believe in promoting stripped or non-automatic models, even though, as of now, 50 percent of his sales are from ranges priced under \$250.

His ads on the low-cost ranges include two a week on his \$199 leader.

Emphasis on Features

But once he has a prospect in his store, Rose doesn't stress price. He stresses effective, cooler, cleaner cooking. He pushes features such as five heat controls on one model (explaining that just as a housewife needs different controls on a washer for laundering different garments, so she needs a similar choice of controls for different kinds of foods).

Rose has found that ovens, if discussed properly, make a deep impression on women. He uses the new, wider, not-so-deep ovens on most ranges to arouse the prospect's interest.

Rose knows that the 30-inch range model with its big oven is the popular choice in both new and old homes. As a result, he gives this unit top consideration in displays, promotions, and personal contact with prospects.

Only Two Brands

Rose carries only two major brands

and is careful to keep a good selection on hand. Despite a space limitation of less than 3000 square feet, he has found it important to have at least a dozen range models always on display. These units vary in price from \$199 to \$429.

Being a small operator, Rose regrets he can't give all the time needed to his built-in range business, but he has made a healthy dent in that demand, which constitutes about 30 percent of his range volume. He finds that built-in sales with the work subcontracted to carpenters, installation specialty firms, etc., average about \$600 per sale and are increasing steadily.

Other Advantages

But Rose feels that being a small dealer has other advantages, among them the personalized attention hard to find at places with a large number of hired personnel. He also has an overhead under \$1200, which means that he can meet and often cut under deals offered by retailers saddled with sales commissions, heavy warehousing overheads, etc. Rose has just one serviceman and assigns about four percent of his gross business to service. He is open six days a week from 9 a. m. to 10 p. m. and after church on Sundays.

Rose gives a large share of the credit for his business to electric ranges. "I only had \$1800 in cash and a \$5000 inventory of white goods and television when I opened last year," he says. "Now I manage to do a healthy business in ranges alone." *End*



BUILT-INS NOW ACCOUNT for about 30 percent of Rose's total range volume. He subcontracts installation work, finds that built-in sales average about \$600 and are increasing steadily.



SECOND MARK OF range specialists is the thorough job of demonstrating that Rose does. Every feature of range, like these disposable foil receptacles, are demonstrated for prospects by Rose.

Who is your customer? Where does he live? How much does he earn? Life magazine's study of consumer expenditures provides new answers for all these questions and they add up to . . .

A Profile

By **GEORGE FINNEGAN**

WHO will buy the next freezer you sell?

The odds are three to one that he is young—just starting a family, or with a couple of pre-school children. He has a good job; he's likely to be a professional, a businessman or a skilled craftsman. And he makes a good living.

That's the probability. Of course, it's possible you'll make your next freezer sale to a city-dwelling, 50-year-old laborer who earns under \$4000 per year. But the odds are against it.

Why the willingness to gamble on the

identity of your next customer? As in most gambling, the willingness is based on a sure knowledge of the odds. And a lot is known about the odds on a customer. An important addition to this information comes from LIFE Magazine, which has just completed an unusual and penetrating study of exactly who is buying which appliances.

Survey With A Difference

There are several unique features of this study which make LIFE willing to go out on a limb with these predictions. First, it's right up to date. Unlike previous studies, it isn't a mere nose counting

of appliances (which shows how many units were sold in years gone by but doesn't reveal who is a good prospect to buy now). The study focused exclusively on the current buying habits of U. S. households. It doesn't show who has what; it shows who is buying what—to-day. And because current spending is examined, the study avoids the sticky problem of saturation and the changing nature of a growth product's market.

A second unique feature of the study is the thoroughness with which it was done—24,000 hand-picked people were interviewed. And, to avoid hitting them on an off day, they were contacted on

PROFILE

OF A CUSTOMER

. . . Where Does He Live?

. . . In What Kind of Market?

	All Households	Where Does He Live?								In What Kind of Market?							
		Northeast Region		North Central Region		Southern Region		Western Region		Markets With City of 500,000 or More		Markets With No City of 500,000 or More		Places of			
		Met.	Non-Met.	Met.	Non-Met.	Met.	Non-Met.	Met.	Non-Met.	All Met. Areas	Central Cities	Other Areas	Central Cities	Other Areas	All Non-Met. Areas	2,500 or More	Less Than 2,500
Percent of U. S. Households	100%	21	5	18	13	11	18	9	5	59	20	15	12	12	41	15	26
Major Appliances—Total	100%	18	3	21	13	11	18	10	6	60	16	19	11	14	40	16	24
Electric Refrigerator	100%	19	4	20	13	11	19	8	6	58	20	14	1	13	42	19	23
Separate Freezer	100%	15	6	14	19	9	24	6	7	44	7	14	5	18	56	14	42
Air Conditioner	100%	16		40	7	11	12	12	2	79	20	28	13	18	21	11	10
Electric Cooking Range	100%	13	3	22	12	15	20	5	10	55	5	14	10	26	45	16	29
Gas Cooking Range	100%	21	5	20	8	9	22	14	1	64	23	20	11	10	36	18	18
Automatic Clothes Washer	100%	24	3	21	9	11	18	8	6	64	15	22	12	15	36	19	17
Automatic Clothes Dryer	100%	17	3	29	17	5	5	15	9	66	13	28	11	14	34	11	23
Vacuum Cleaner	100%	24	4	18	12	14	10	11	7	67	23	17	13	14	33	14	19
Electric Sewing Machine	100%	15	3	18	13	15	16	13	7	61	16	22	13	10	39	15	24
Small Appliances—Total	100%	26	3	21	12	9	15	7	7	63	23	16	13	11	37	18	19
Electric Food Mixer	100%	22	6	22	14	11	15	7	3	61	15	13	15	18	39	15	24
Electric Coffeemaker	100%	25	4	23	18	6	8	12	4	67	21	19	13	14	33	14	19
Electric Toaster	100%	23	6	16	14	12	13	11	5	62	22	16	14	10	38	18	20
Electric Fan	100%	26	1	21	15	12	23	1	1	60	25	15	14	6	40	18	22
Electric Iron	100%	22	5	18	10	10	14	15	6	65	24	14	15	12	35	15	20
Electric Clock	100%	27	4	20	16	6	13	8	6	61	20	14	12	15	39	13	26
Electric Bed Covering	100%	14	1	20	11	10	17	15	12	59	14	20	12	13	41	14	27
Recreation and Recreation Equipment—Total	100%	25	5	20	11	10	12	12	5	67	22	22	11	12	33	14	19
Clock—Radio	100%	29	3	21	8	13	8	15	3	79	24	33	6	16	21	5	16
Separate Radio	100%	22	3	25	7	9	16	14	4	70	24	17	12	17	30	13	17
Separate Phonograph	100%	27	5	25	7	15	7	9	5	76	24	25	12	15	24	13	11
Separate Television	100%	18	6	16	13	11	23	9	4	54	18	13	11	12	46	19	27
Combinations—Radio, TV, Phonograph	100%	32	1	16	6	11	19	12	3	72	18	33	16	5	28	13	15
Records, Phonograph	100%	28	4	25	10	9	9	11	4	74	30	20	13	11	26	11	15

© Time, Inc.

of Your Customer

four different occasions.

Third, the study wasn't restricted to a single aspect of the appliance market—seven distinct consumer characteristics were analyzed. The national population pattern was developed for these traits: income, education, age, stage in family development, occupation, geographic location and size of locality. Then this pattern was contrasted with buying behavior for each product.

Here's An Example

For example, annual income was correlated with current appliance buying. The \$5-7000 group comprises 20 percent

of all households in the nation—yet its purchases vary all the way from 19 percent of electric blankets to a whopping 35 percent of electric coffee-makers. A glance at the geographic location chart reveals some surprising variations in "non-metropolitan" sales of electric blankets. These areas in the West and the Northeast are on a population par, each having five percent of the national total; nevertheless, western non-metropolitan sales beat the Northeast by an amazing 1200 percent.

This kind of information can have some potent implications for the dealer. The buying habits of a particular slice of

the market can alert him to an unexplored profit opportunity. Or they may indicate where more effectively aimed efforts can boost a sagging seller. Advertising media and mailing campaigns may be tailored to the quirks of your own market.

What clues does the survey provide about specific products?

Laundry Equipment

This important market, accounting for one out of every four major appliance dollars, presents a very lopsided distribution picture—with consequent opportunities for selective effort. Quality is the keynote of the market, particularly for automatic dryers: advanced education, high income, professional or business executive occupation are the traits to look for. Some specifics: four out of five automatic washer dollars come from the \$3-10,000 income group; upper white collar homes—only 18 percent of the national total—provide a third of total dryer revenue; the 20 percent who have had some college almost double their weight in dryer sales.

Homes with young children are promising targets, spending three out of every five laundry appliance dollars—and they're quite likely to be suburban homes. Geographically, the central and western states are the choicest areas, while an untapped market lies in the South.

Ranges

A sharp contrast can be drawn between the markets for gas and electric ranges. The electric, probably due to its growth product status, enjoys a fat slice of the "quality" market. Advanced education, upper white collar occupation, high income, suburban home—these describe the meat of the electric's market.

What's meat for electric is poison for gas. Perhaps because of its higher saturation, the gas range market corresponds closely to population patterns. Education, income or occupation don't exert any disproportionate influence on sales distribution. The one exception appears in the higher proportion of metropolitan sales—not surprising in view of the availability of manufactured gas in the large cities.

Air Conditioners

Aristocrat of the appliances, the air conditioner snares a dazzling 39 percent of its volume from carriage trade incomes of \$7000 and over. The heavy buying by business executives is another surprise. Although comprising a mere tenth of the population, this group accounts for almost a third of total air conditioner sales. As expected, it's a metropolitan market item, 79 percent of its dollars coming from this source. And a fertile 47 percent of its sales occur in the Midwest.

Sewing Machines

Children are the key to success for this commodity; an imposing 72 percent of all units are sold to families with children. And if you approach a family with young

... How Much Does He Earn?

	Under \$2000	\$2000-2999	\$3000-3999	\$4000-4999	\$5000-6999	\$7000-9999	\$10,000 or More	All Households	
	18	14	15	19	20	9	5	100%	Percent of U. S. Households
	8	10	14	20	25	13	10	100%	Major Appliances—Total
	11	14	15	21	21	11	7	100%	Electric Refrigerator
	5	9	16	17	27	13	13	100%	Separate Freezer
	3	5	13	13	27	16	23	100%	Air Conditioner
	9	16	10	16	27	10	12	100%	Electric Cooking Range
	11	16	16	20	21	13	3	100%	Gas Cooking Range
	4	8	13	23	30	14	8	100%	Automatic Clothes Washer
	4	4	10	20	30	19	13	100%	Automatic Clothes Dryer
	7	8	18	17	28	13	9	100%	Vacuum Cleaner
	6	11	23	15	23	13	9	100%	Electric Sewing Machine
	5	11	15	23	25	12	9	100%	Small Appliances—Total
	5	10	14	25	25	14	7	100%	Electric Food Mixer
	5	8	9	23	35	13	7	100%	Electric Coffeemaker
	9	8	21	23	26	8	5	100%	Electric Toaster
	6	13	15	20	24	13	9	100%	Electric Fan
	7	10	14	24	25	11	9	100%	Electric Iron
	7	12	12	21	25	12	11	100%	Electric Clock
	7	11	19	14	19	14	16	100%	Electric Bed Covering
	8	9	14	20	24	14	11	100%	Recreation and Recreation Equipment—Total
	5	9	14	18	21	24	9	100%	Clock—Radio
	10	10	15	15	22	18	10	100%	Separate Radio
	4	4	15	20	27	12	18	100%	Separate Phonograph
	9	15	20	21	21	9	5	100%	Separate Television
	8	4	18	12	34	10	14	100%	Combinations—Radio, TV, Phonograph
	5	6	13	16	29	15	16	100%	Records, Phonograph

(Continued on page 81)

GOOD START...



...for a profit-making finish

Demonstrate the exclusive "round-the-bowl" mixing action of a KitchenAid Food Preparer and you've made a good start toward a profitable sale. The "see-for-themselves" advantages offered only by KitchenAid literally sell customers at first sight.

KitchenAid mixes just as thoroughly at bowl's edge as at center. No need to turn the bowl...no need to constantly *scrape down* bowl edges to assure thorough mixing.

The broad line of profit-making attachments offers extra sales opportunities. KitchenAid attachments turn the mixer into a power-operated can opener, a vegetable slicer and shredder, a meat chopper, a colander and sieve, a juicer, and many more.

It's made-to-order repeat-sale business for you...extra profit opportunities.

KitchenAid Food Preparers are available in three sizes...a size for every family. The 3-C model comes in a wide range of decorator finishes and colors.

And don't overlook another important sales-maker: the KitchenAid Electric Coffee Mill that grinds full-flavored, bean-fresh coffee at the flip of a switch. Available in decorator finishes and colors.

For complete information, write KitchenAid Electric Housewares Division, The Hobart Manufacturing Company, Dept. KEM, Troy, Ohio. In Canada, 175 George Street, Toronto 2.



SEE KITCHENAID
AT BOOTHS
575 AND 577
ELECTRIC
HOUSEWARES
SHOW
ATLANTIC CITY

KitchenAid®

The Finest Made...by



The World's Largest Manufacturer of
Food, Kitchen and Dishwashing Machines



The odds are 3 to 2 that kitchen planner Floyd Griffis of Birmingham, Ala., will be able to close this kitchen sale. The reason: when it comes time to talk price Griffis can sell up or down to suit the customer's pocketbook. That's because . . .

He Builds a Two-Way Stretch Into His Bids

IF Floyd Griffis were a baseball player, he'd be batting .600 this year, compared to only .200 last season.

Griffis is kitchen design and sales specialist at Warren Appliance & Supply Co. in Birmingham. Until he applied a bit of psychology, he was drawing five remodeling jobs, selling one. Now he's closing three out of five—.600 percent.

The psychology: *Break it to the prospect gently.*

Griffis used to make up and deliver his presentations as 99 out of 100 kitchen planners do—lump everything (appliances, cabinets, wiring, plumbing, carpentry) into one estimate, with one total price.

Four out of five flew the coop—frightened off, in most cases, by the total es-

timate. On the other hand, some closings came so easily that Griffis knew he could have suggested a more expensive plan.

Now he builds into every design package a two-way escalator that lets him move prospects up or down with ease. In his written proposal, he devotes a paragraph and a price (called a sub-plan) to each phase of a job (see sample above).

What Griffis wants, primarily, is the core of the new kitchen—the appliances, sink, cabinets and tops, and their installation. Warren Appliance is equipped and staffed to handle the rest—the carpentry, plastering, brick laying, tiling, painting—and is glad to get all these secondary phases, *but not at the expense of the kitchen's core.* Consequently, Griffis often goes in with a series of sub-plans he

knows he'll have to shave, and prepared to do it to protect the heart of the job.

Griffis and D. K. Warren, an owner of the firm, sit down with the prospect, go over the presentation, paragraph by paragraph, cutting here, telescoping there, shaping the whole to the client's budget—and, often as not, salvaging a job which might otherwise have been lost.

Conversely, Griffis can sell-up with his sub-plans, simply by working in additional ones to represent more of a total job.

Increased kitchen volume fits in with the plans of Warren and George Johnson, his partner. Last year, half of the firm's \$200,000 volume was in kitchens. The 1958 goal is for this department to register 75 percent of the total. *End*

**WARREN
APPLIANCE & SUPPLY COMPANY**
G. E. CUSTOM KITCHENS, APPLIANCES AND TELEVISIONS
1004 SECOND AVENUE NORTH
BIRMINGHAM, ALABAMA

REV. 10-15-56

Dear Mr. & Mrs. _____:

The following is our proposed program for remodeling your kitchen:

Plan A. Removing wall between kitchen and pantry; Replastering, installing "Grip" floor; new recovery, installing plaster lathe and plaster ceiling. \$ 125.00

Plan B. Build brick wall approximately 27" deep and 24" high from floor to ceiling, enclosing the new pantry and room and venting thru ceiling. \$ 100.00

Plan C. Erecting "Electrolux" smaller refrigerator with Electronic Heat - Drop Tray - Two Burner Grill. The top of barbecue is of hard wood, when set in use. \$ 100.00

Notations for the above grill (removable) \$ 45.00

Plan D. The following General Electric Metal Cabinets, 21" Base Cabinet - 70" Sink cabinet with Drain, sink steel side and Deluxe Faucet - Two 30" Chest Drawer Cabinet - 24" Drawer cabinet - Two 10" - two 70" - two 24" Wall cabinets - Under bar we will install two 20" and a 30" Base Cabinet. Furnish counter top - Plaster to run upper drain thru wall and around drain to run to your drain and run cold and hot water lines. We to build shift above wall cabinets to ceiling, We to run wiring to Room - 100 to bedroom and install two Under Cabinet electrical outlets. Completely installed \$ 2,465.00

Plan E. General Electric Build In - Surface Unit \$ 200.00
" " " Oven \$ 100.00
" " " Disposal \$ 75.00
" " " Mail Refrig. \$ 60.00
\$ 3,065.00

Plan F. Build Sink with drawers and Pigeon hole with Formica top. \$ 42.00

Plan G. Paint walls, ceiling and window sills. \$ 25.00

Plan H. Vinyl Flooring in kitchen only \$ 50.00

Total \$ 3,465.00

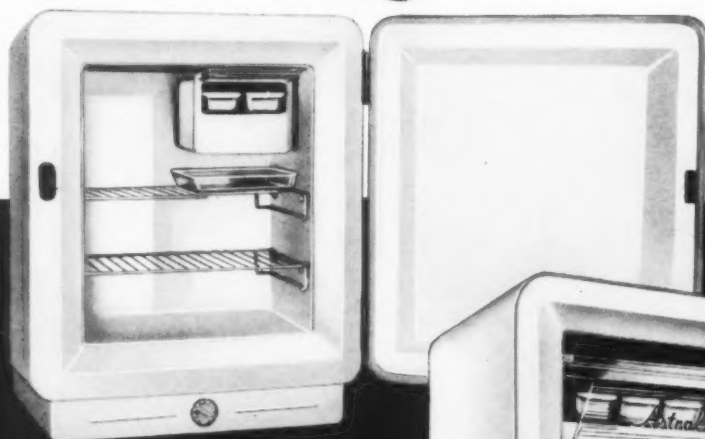
All work to be done in a first class workmanship manner and we will be glad to do all or any part of the above agreement.

Sincerely,
Floyd Griffis

TYPICAL PROPOSAL is made up of eight "sub-plans" which give Griffis flexibility in selling. He can go over presentation paragraph by paragraph, shaping it to the prospect's budget when necessary.

Astral

PORTABLE **SPOT** REFRIGERATION
SERVES THE **NEW** MARKET
WITH TWO UNITS



OUTSIDE DIMENSIONS:
26½" high, 20½" wide, 21¾" deep

Guaranteed Silent Forever!

MIRACLE COOLING UNIT

6, 12, 24, 32, 110, 220 volts
Dual Voltage — giving any combination
of any low voltage with 110 volts or 220

- AC or DC any cycle
- Absorption principle
- No moving parts
- Tiny 95-watt element
- Silent as the falling snow
- Guaranteed — Warranted



Also Available For Gas Operation

OUTSIDE DIMENSIONS:
36" high, 22¾" wide, 21½" deep

1959 Portable **SPOT** Refrigeration's Biggest Year



*"Available in
Chip-Resistant
White Enamel
on Steel!"*

Advance orders from every corner of the nation have already given 1959 the biggest portable spot refrigeration sales potential to date. Dealers are calling immediate attention — Distributors are solidifying their position — And now Astral comes to complete the profit picture with another model — bigger — and with extra sales plus.

**Backed Up by a Complete National Advertising and Publicity Campaign!
IN ALL FIELDS...THROUGH ALL DEALERS!**

- MASS CONSUMER HOME SALES • DOCTORS AND DENTISTS
- ARCHITECTS • BOATING ENTHUSIASTS • FURNITURE MANUFACTURERS
- HOSPITALS • HOTELS AND INSTITUTIONS • POULTRY RAISERS
- VETERINARIANS • MOTELS • TRAILER MANUFACTURERS
- TRAILER OWNERS • OUTDOORSMEN • TRAILER COURTS

MORPHY-RICHARDS

Post Office Box 726, Englewood, N. J.

Gentlemen: Please rush me complete details on "Serving The New Market" with Astral portable spot refrigeration.

NAME _____
STREET _____
CITY _____ ZONE _____
STATE _____

MORPHY-RICHARDS

Astral

232 So. Van Brunt Street
ENGLEWOOD, N. J.



DOOR
CHIMES



TOASTER



HAIR
DRYER



IRON



SPACE
HEATER



SPIN
DRYER

How Do You Close a Kitchen Sale?

Here are six answers to that question. We've picked these from the dozens of successful kitchen-selling ideas submitted by entrants in the contest sponsored each year by the "Ladies Home Journal" to select the creative retail salesman of the year. Try them yourself.

1 Give Them What They Want . . . Not What You Prefer by WOODY MANNING Gamble's Dept. Store, Virden, Ill.

"I found that the lady buyer in choosing her complete kitchen and appliances comes to you for ideas in arrangement, color, convenience and ease as to where installed, but she has already pictured in her own mind exactly what she wants and is hoping she can find someone who is called a 'kitchen planner' who will outline her idea, and sell it to her as his idea. This, I know, is only plain old-fashioned selling, but it still works.

"The lady I sold my biggest kitchen job to had shopped for three years with expert kitchen planners, who tried to sell her their ideas and condemned her ideas. I went along with her idea, because this was what she wanted—suggesting changes only where I thought necessary, but asking if she thought this was a better idea than the one she suggested.

"I sold her—others failed."

2 Sell Your Ability In A Price-Conscious Market by FRANK BERG Berg & Brown, New York, N. Y.

"As a complete kitchen sales organization in the New York City metropolitan market, I was and am being faced with two major problems in selling a high priced quality product.

- (1) Selling the highest priced appliances in a highly competitive and discount-minded territory.
- (2) Selling a high cost labor factor against competitors using low priced and incompetent labor.

"When the customer candidly tells me she can secure the identical appliances at a lower figure, I immediately concur and suggest that the appliance cost could be deleted from the contract, but will include those appliances in the installation planning. As our general discussion continues, I gradually inject the idea of non-responsibility for delays caused by poorly coordinated deliveries, damages which may occur after delivery and future service particularly from non-franchised dealers. In most cases, the customer gladly concedes

these points and permits me to include the appliances in the general contract.

"Selling a high cost labor factor is simple. Using the woman's curiosity as a sound basis, I suggest visiting a kitchen completed by my firm. The efficiency of the kitchen layout, the esthetics and the high quality of workmanship are all pointed out to the prospect, generally with the satisfied owner voicing her own convincing opinions. The courtesy and cleanliness of installation of our workmen and the owner's comments to that effect is the climax toward getting the prospect to sign on the dotted line."

3 Compare Price Of Kitchen To Cost Of New Car by GEORGE TURNER Reminger Furniture Co., Winston-Salem, N. C.

"The customer wanted a new dishwasher and electric range. While measuring for these new appliances, I mentioned the fact that she could remodel her entire kitchen for as little as the price of a new automobile, and she would certainly use it longer than she would drive a brand new car. I pointed out also that she spent more time in her kitchen probably than any other part of the house and I knew she would really enjoy being in a new, modern, up-to-date kitchen.

"Results: I sold an entire new kitchen complete with all new appliances."

4 Use A Completed Kitchen As A Neighborhood Showroom by A. VICTOR TAYLOR Taylor's, Baltimore, Md.

"In January of 1957, I was doing a kitchen in a customer's row-home, located in a neighborhood that was comparatively new to me. The thought occurred to me that there must be many other homes just like this one, in this same neighborhood, in need of kitchen remodeling. I decided to find out.

"A record of names, addresses and streets was made of all similar homes in that area, and a mailing of over 500 introductory letters to, these homes offered FREE KITCHEN PLANNING SERVICE. Seven reply cards were returned to

BETTER KITCHEN merchandising

the store, and three sales were made.

"I then made a personal door-to-door follow up to "survey" other inadequate kitchen conditions. This resulted in the sale of four more complete kitchens, including appliances, and several additional hot leads for future dates. In all of the above sales, the first customer's kitchen was literally used as my 'showroom,' and this customer received a cash bonus or equivalent gift for every sale thus made. As a matter of fact, this customer's enthusiasm practically made the sales for me, plus the fact that she made numerous additional friends for herself in the area.

"Since then, wherever practical, I have been using each new kitchen job as a means of selling the friends, relatives and neighbors of that buyer, and have sold as many as five kitchens with appliances in a one block area."

5 Make Up Personalized Postcards For Prospects by LEWIS COLBERT Colbert's Personalized Kitchens, Champaign, Ill.

"After making plan layouts and perspective drawings of our complete kitchen proposals and after having sat down with the customer and discussed the plans, there is usually a suggestion made that they want to think it over and compare competitive proposals.

"Knowing that we could not visit with them in person or by telephone every day, knowing there would be varying amounts of time elapsed between presentation and decision, we wanted some means of personal contact to back up ideas that we felt to be strong in the customers' mind.

"We tried and met this problem by cutting up standardized company literature to illustrate specific points and pasting them on the backs of post cards. We gave some thoughts to having these cards printed as units but voted against the idea after one customer commented that the cut-out, pieced together message on the card gave him the feeling that we had gone to some effort to prepare a personal message."

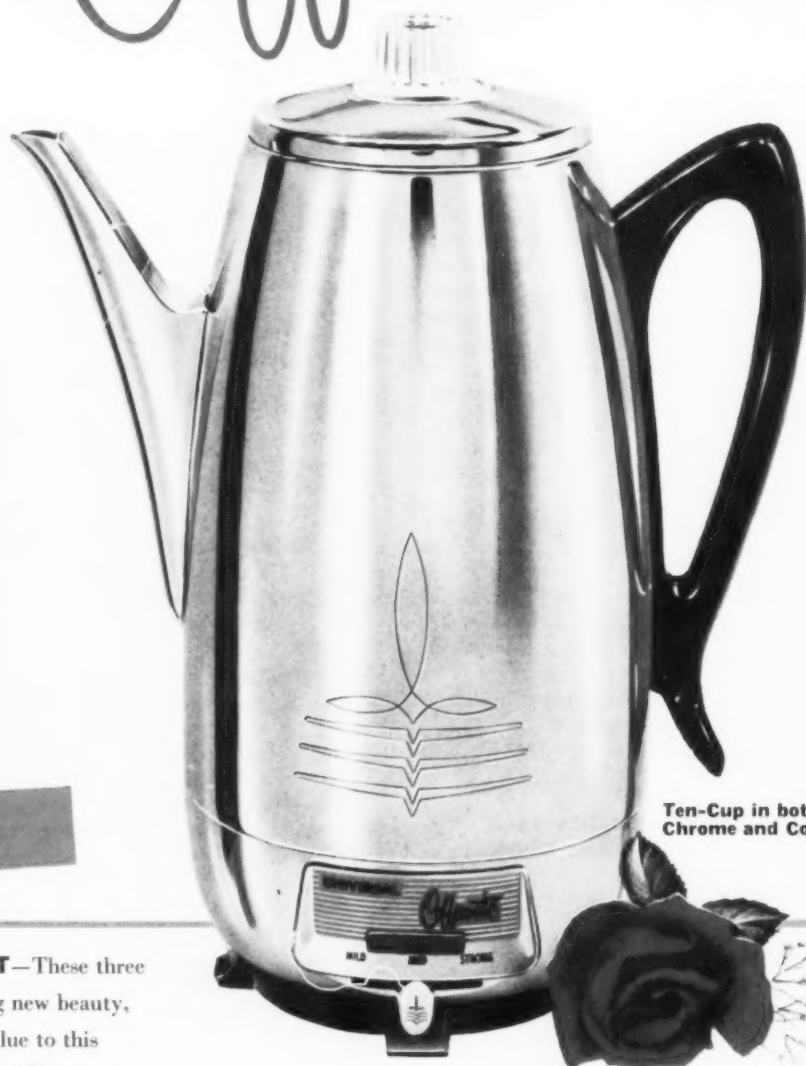
6 Sell The Woman A Kitchen To Match Her Husband's Car by J. RUSSELL MITCHELL Hazard Electric Service, Cassopolis, Mich.

"In talking with customers, I get the conversation around to what kind of car they drive, what is in the balance of the home, so I may talk more about an up-to-date, modern kitchen. Many times, the car and its many work saving conveniences has swung the final word on the kitchen. Also, the fact that they spend more time in the kitchen than any other part of the house.

"If the husband drives a car with power-steering, automatic transmission, etc., why shouldn't the housewife have automatic equipment in the home." End

UNIVERSAL *Coffeematic*

ALL



Ten-Cup in both
Chrome and Copper

ALL NEW INSIDE and OUT—These three new Universal Coffeematics bring new beauty, new features and even greater value to this already famous line. Coffeematic is First, as always, with the coffeemaker preferred by millions. See them and you'll see why!

- **FIRST** again with new, up to the minute styling, new beauty that outshines all others!
- **FIRST** again with new, improved features that make it the finest coffeemaker of all time!
- **FIRST** again with the only full line of quality, chrome-on-solid-copper coffeemakers!

again with the biggest advertising program behind any single product, to make Coffeematic the one your customers ASK FOR!

BE FIRST WITH UNIVERSAL . . . GET YOUR ORDER IN TODAY!

A SIZE FOR EVERY FAMILY



5-cup 4435
Chrome-on-Copper
\$19.95



8-cup 4448
Chrome-on-Copper
\$19.95



NEW
8-cup 4468
Chrome-on-Copper
\$26.95

SEE THEM AT THE ATLANTIC

ALWAYS THE LEADER

NEW



Eight-Cup
in Chrome

FOR '58

A PRICE FOR EVERY PURSE



NEW
10-cup 4470
Chrome-on-Copper
\$29.95



NEW
10-cup 4471
Solid Copper
\$32.95

with **ALL NEW** features

- NEW TUBULAR HEATING UNIT
- NEW COLD WATER PUMP
- NEW BREWING SPEED
- NEW CONTROL ACCURACY
- NEW NUMERICAL CUP MARKINGS
- NEW STYLING

CITY HOUSEWARES SHOW
Booths 333-341

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

**NARDA dealer net up slightly
to 1.6 percent in 1957 and...**

SERVICE Made the Profit Difference

NARDA annual Cost of Doing Business
Survey shows:

- 10-year record highs for cost of goods,
operating expenses, service wages
- TV still biggest volume item; washers
second; dryers coming strong; small
appliance share down sharply
- Dealers expect 1958 volume up, profit
even; see laundry, hi-fi hot; reach to boats,
motors, sporting goods for new business

Service turned out to be the most valuable commodity
appliance-TV dealers had to sell last year, accord-
ing to results of 12th Annual Cost of Doing Busi-
ness study released this month by National Appliance
Radio & TV Dealers Association.

From the gross margin angle, dealers who did service
found 1957 one of their best years in the last ten; non-
servicing dealers found it the worst. Those who had
service revenue to add to their total sales volume man-
aged to hold cost of goods (Table 1) down to 66.1 per-
cent of sales and produce one of their highest gross
margins in 10 years: 33.9 percent. Dealers who did no
service found their cost of goods highest in 10 years
(70.4 percent of sales) and their gross margin at a 29.6
percent record low.

And service dealers learned to charge better prices for
their talent last year. According to NARDA's own analy-
sis: "The service function asserted itself as a profitable
operation . . ." producing a 15.1% gross margin, com-
pared with only 0.6 percent the previous year.

A sharp increase in service revenue is credited for
nudging up net profit ratio from 1.2 percent of 1956—
an 11-year low—to 1.6.

Costs of operating the store were highest on record
last year: 32.3 percent of sales vs. 31.1 in 1956. Despite
cutting of their own salaries (down to 3.5 percent of
sales from 3.7 the year before) dealers found that pay-
roll, the largest single expense area, was up. Service
payroll was up 1 percent to the highest ratio on record.
Salesmen's pay, following a sharp cut from record high
of 1955, was creeping up again to second highest figure
in 10 years.

TV was again the biggest volume department in the
store, bringing in 21.8 percent of the business. The com-
bined TV-radio-phone category improved its position
(Table 2) of dominance again, due probably to last

(Continued on page 88)

TABLE 1. NATIONAL OPERATING RATIOS FOR 1957 AND PREVIOUS YEARS

LINE	ITEM	NATIONAL AVERAGES			
		1957	1956	1955	1954
1.	Net Sales (Mdse. + Service)	100.0	100.0	100.0	100.0
1-a.	Net Sales (Mdse. only)	100.0	100.0	100.0	100.0
2.	Cost of Goods Sold (Mdse. + Serv.) ...	66.1	67.7	65.7	66.0
2-a.	Cost of Goods Sold (Mdse. only)	70.4	69.3	68.4	68.8
3.	Gross Margin (Mdse. + Service)	33.9	32.3	34.3	34.0
	(Line 1 minus Line 2)				
3-a.	Gross Margin (Mdse. only)	29.6	30.7	31.6	31.2
	(Line 1-a minus Line 2-a)				
4.	Total Operating Costs	32.3	31.1	30.9	31.4
	(A through E below)				
	A. Administrative	23.1	22.1	22.2	22.3
	(1) Owners & Exec. Remun.	3.5	3.7	3.2	3.8
	(2) Office Salaries	2.7	2.8	2.4	2.2
	(3) Salesmen's Pay	6.4	6.0	7.2	6.0
	(4) Service Wages and Exp.	6.5	5.5	5.2	5.5
	(5) Vehicle Expense	2.4	2.5	2.7	2.9
	(6) Other Admin. Expenses	1.6	1.6	1.5	1.9
	B. Occupancy Expense	2.9	2.6	2.8	2.9
	C. Advertising Expense	2.4	2.6	2.5	2.5
	D. Bad Debt Losses	0.6	0.4	0.4	0.3
	E. All Other Expenses	3.3	3.4	3.0	3.4
5.	Net Operating Profit	1.6	1.2	3.4	2.6
	(Line 3 minus Line 4)				

TABLE 2. APPLIANCE SALES BREAKDOWN BY PRODUCT TYPE

(Ranked by percentage importance of specific products according to 1957 results)

APPLIANCE	PERCENT OF TOTAL SALES			
	1957	1956	1955	1954
TOTAL	100.0	100.0	100.0	100.0
TV, Radios & Record Players	33.7	31.7	28.8	35.6
Washers*	19.2	17.3	18.6	13.6
Refrigerators	13.8	15.1	17.9	17.9
Ranges — Total	8.1	8.5	7.0	8.3
Electric	5.7	6.3	5.1	4.9
Gas	2.4	2.2	1.9	3.4
Dryers	6.2	5.7	4.4	3.3
Air Conditioning	4.8	2.7	2.0	3.7
Kitchen Equipment	3.7	3.9	2.5	2.6
Freezers	3.6	5.2	7.9	3.6
Vacuum Cleaners	1.6	1.6	1.1	1.1
Other Major Appliances	2.7	3.6	6.1	4.8
All Small Appliances	2.6	4.7	3.7	5.5

*Includes Washer-Dryer Combos.

TABLE 3. TRADE-IN % TO UNIT SALE OF EIGHT KEY ITEMS

APPLIANCE	% OF SALES ACCOMPANIED BY TRADE-INS			
	1957	1956	1955	1954
Refrigerators	64	69	70	66
Washers	65	67	70	68
Ranges	52	58	55	58
Vacuum Cleaners	23	27	36	35
Television	35	43	38	29
Dryers	10	5	10	..
Freezers	15	11	8	..
Air Conditioners	4	11	9	..

RCA Victor launches the stereo age in high fidelity



For the price of ordinary high fidelity alone, your customers can now have glorious stereophonic sound merely by attaching any of the new RCA Victor Stereo-Orthophonic "Victrolas" to an extra speaker or to any TV or radio with a good quality speaker system... just look

RCA Victor presents the great ...2 lightweight portables.

You'll sell more because you have a big new extra! For the price of ordinary hi-fi alone, your customers can now have stereophonic sound merely by attaching an extra speaker system.



The ultimate! 3 units, built-in magazine-loading Stereo Tape Recorder unit for monaural or stereo sound-on-tape, AM-FM radio, 8 speakers. All "Living Stereo" features. Diamond stylus. Traditional styling in genuine mahogany veneers and selected hardwoods. *Mark I.* (SHC1) **\$2500.00.**

greatest profit line in high fidelity-6 bles... "Add-on" modular units. And



Luxurious French Provincial full-door console, AM-FM radio, 4 speakers, Diamond stylus, All "Living Stereo" features. In genuine mahogany or cherry veneers and selected hardwoods, *Mark II*. (SHC2) **\$525.00.**



Danish Modern styling, AM-FM radio, 4 speakers, Diamond stylus, All "Living Stereo" features, "Room Divider" back. In genuine mahogany, oak or walnut veneers and selected hardwoods, *Mark III*. (SHC3) **\$450.00.**



French Provincial, "Living Stereo" features, 3 popular finishes, *Mark VII*. (SHP7) **\$279.95.** AM-FM tuner, *Mark VIIID*. (SHC7) **\$359.95.**



Traditional, All "Living Stereo" features, 4 popular finishes, *Mark VIII*. (SHP8) **\$249.95.** AM-FM tuner, *Mark VIIID*. (SHC8) **\$329.95.**



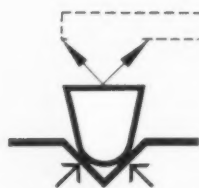
Handsome console with 3 speakers, "Living Stereo" features. Available in 4 popular grained finishes, *Mark XII*. (SHP12) **\$149.95.**



RCA Victor announces high fidelity that plays



Amazing new stereo record has...



two sound tracks on each groove!



Music can surround you from two directions.

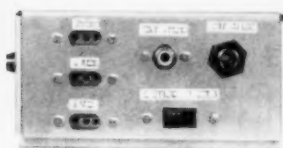
It's the most startling sound

your two ears ever heard. New "Victrola"® plays all your regular records and new stereo records, too!

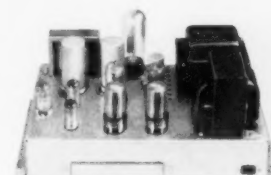




Any good auxiliary speaker or the speaker system in your customers' TV or AM-FM radio may be used to complete a stereophonic sound system. Or, there's a handsome selection of RCA Victor auxiliary speakers.



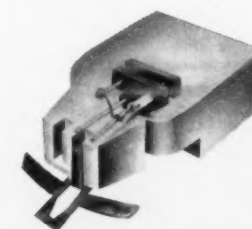
Convenient input jacks for second speaker, stereotape players, AM-FM radio, or tape recorder.



New Supercharged Chassis powers "Victrola" and auxiliary speaker. No second amplifier needed.



4-speed "Floating Action" record changer gives professional-type turntable performance.



New 2-in-1 "Living-Stereo" pickup with diamond stylus plays stereo and all monaural records.

the startling new stereo records—from \$129.95

Put on a stereo record, attach to any good quality radio or TV speaker system or even add an extra speaker—and the musicians are all around you!

How does stereophonic sound differ from high fidelity? Hi-fi brings you the full range of orchestra music. All the highs. All the lows. But it is much like hearing with a hand over one ear. With stereophonic sound, music sounds fantastically alive. It's rich, full. And for the first time you hear two new dimensions in recorded sound—*depth and direction!* So vivid you can almost see and feel the music. Now—RCA Victor introduces high fidelity that plays the new stereo records, and all present-day recordings too! Hear a sensational stereophonic demonstration at your RCA Victor distributor.

Only RCA Victor Stereo-Orthophonic hi-fi brings you these features

2-in-1
"Living Stereo"
Pickup
2-in-1 Supercharged
Chassis
"Master Control"
Panel
Multi-Speaker
Panoramic
Sound System



4-speed
"Floating Action"
Record Changer
New "Living Stereo"
Tone Arm
Convenient
Input Jacks
Super-Sensitive
AM-FM Radio
Separate Dual Bass,
Treble and
Loudness Controls

◀ Next page—See RCA Victor's Stereo-Orthophonic High Fidelity

beautiful consoles...a handsome every one will play the new stereo



Traditional console. Powerful AM-FM radio, 4 speakers, Diamond stylus. All "Living Stereo" features. In genuine mahogany, oak or maple veneers and selected hardwoods. *Mark IV.* (SHC4) **\$125.00.**



Danish lowboy styling. AM-FM radio, 4 speakers. All "Living Stereo" features. Diamond stylus. "Room Divider" back. In genuine mahogany, oak or walnut veneers and selected hardwoods. *Mark VI.* (SHC6) **\$379.95.**

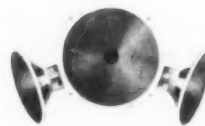


Deluxe new portable with 3 speakers. All "Living Stereo" features. Durable brown simulated leather case. *Mark XIII.* (SHP13) **\$139.95.**



Budget-priced portable. Multi-speakers. "Living Stereo" features. Charcoal/white simulated leather case. *Mark XIV.* (SHP14) **\$129.95.**

Compare these plus features!



Panoramic Sound System. Multiple speakers are angled for room-wide distribution of sound.



"Master Control" panel puts all controls in one place for extra ease and convenience.



2-in-1 "Living Stereo" Tone Arm. Lightweight — prevents excessive wear of record grooves.



Powerful AM-FM Radio. Drift compensation circuit locks stations in place for sharp reception.

tures!

control" panels
ols in one
a case and

M-FM Ra-
mpensation
stations in
reception.

A black and white photograph of a mid-century modern television set on a matching cabinet. The cabinet has a textured, wavy pattern on the left side and an open shelf on the right holding magazines. Decorative items include a starburst clock, a vase of flowers, and two vases on top of the TV. A patterned curtain is visible on the right.

And to back you up...

RCA Victor puts industry's most powerful advertising on your sales staff

The kick off: A sensational barrage of advertisements in the nation's most widely read consumer magazines will introduce RCA Victor's new Stereo-Orthophonic high fidelity to thousands of consumers in your area. Followed by more big-space ads in the largest circulation mass

media. Plus powerful, hard-selling commercials on leading network TV and radio programs. And there are eye-catching displays, folders and other selling aids for your store. Call your RCA Victor distributor today—to help you get started right in *stereo* high fidelity.

National magazines



Life,
Reader's Digest,
New Yorker,
Sports Illustrated,
plus other magazines

Radio and TV



Eye-catching sales promotion material



RCA Victor brings you monaural high fidelity, too—at new low prices!



The hit of the year. Matched high fidelity and TV that can be sold piece by piece or all at once. Record Player (HFP) \$149.95. Auxiliary Speaker (HFA) \$59.95. Record Cabinet (HFR) \$19.95. Big-screen TV, choice of stands (STD2, STD3) \$12.95 and \$19.95. Available in four customer-preferred grained finishes.



High Fidelity for under \$100!
Portable plays 4 speeds. Multi-speakers. Brown & beige simulated leather case. (HF99) \$99.95.

RCA VICTOR

Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher for West and South. Prices are for mahogany finish as described above except where noted otherwise. *RCA trademark for record and tape players.

Smiles on faces of General Electric's C. K. Rieger, right, and Whirlpool's John Hurley typified attitude of manufacturers attending NEMA's major appliance division meeting at Ponte Vedra, Fla., last month. Even though speakers emphasized problems facing the industry, manufacturers at the meeting remained basically optimistic about prospects for the future. Rieger and Hurley were re-elected chairman and vice-chairman, respectively, of the section.



Despite problems facing appliance industry there was...

No Pessimism at Ponte Vedra

NEMA's major appliance division faced up to the problems posed by a recession and increased competition from other fuels during its annual meeting in

Florida last month. Despite seriousness of problems discussed, manufacturers remained basically optimistic (for details, see Spotlight, page 1).



NARDA president Joseph Fleischaker warned NEMA members of turnover in industry's retail structure, urged factory executives to do "a little first-hand research into dealer operations."



Promotional plans for industry were outlined by Kelvinator vice-president W. L. Jeffrey to assembled members. Group was also urged to undertake new rural appliance promotion as part of their effort.



New officers of NEMA refrigerator section include, left to right, Westinghouse's W. R. Arbuckle, vice-chairman, Kelvinator's E. B. Barnes, chairman, and Whirlpool's F. J. Hausfeld, chairman, engineering committee.

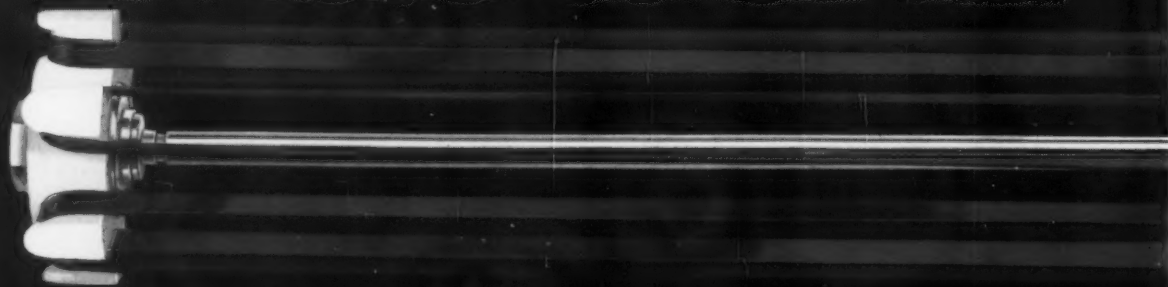
Market development programs must first stimulate buying before they can help an industry get a larger share of the market, Robert Boian of Live Better Electrically, told the NEMA group.

Golf and talk of water heaters occupied this foursome composed of, left to right, W. G. Oslin of the John Wood Co., D. W. Proulx and Paul Skovlund of Rheem, and F. A. Lowery of Westinghouse.

NEMA's Joe Miller, left, and G-E's Harold Hulett, second from right, join ELECTRICAL MERCHANDISING's Larry Wray and Harry Hahn, right, on the golf course during NEMA meeting.



Here's the heater element that



TOASTMASTER

HEAT THE INSTANT YOU TURN THEM ON!



Dual-Purpose Handle!
Easy to carry anywhere!
Cord wraps around handle
for storage!



**Blower-Type
Circulation!**

Positive-pressure centrifugal blower—not ordinary blade fan! Delivers faster heat and more efficient circulation!



**Automatic
Temperature Control!**
Thermostat automatically turns current on and off to maintain desired temperature!



**Air Intake where
It Should Be!**

Cooler air at floor level is drawn into heater through opening in bottom—gives most efficient heating, most accurate control of room temperature!

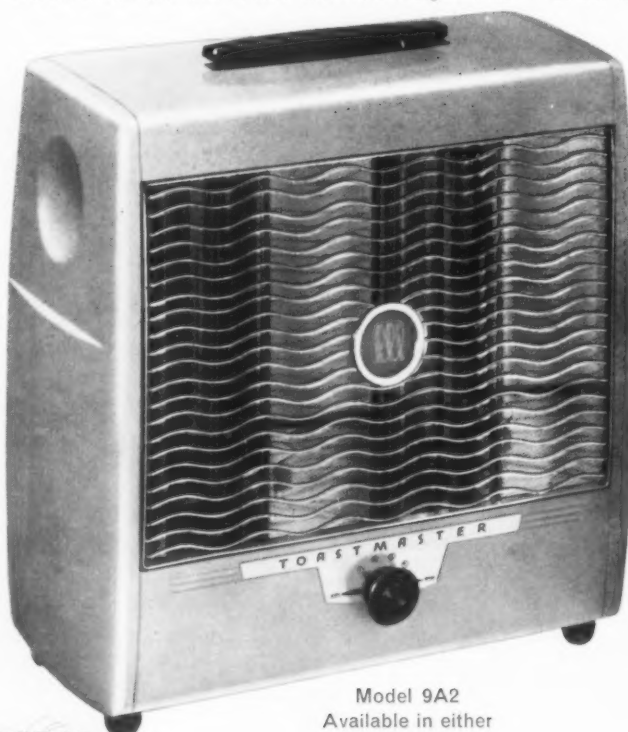


**Accurate, Dependable
Thermostat!**

Thermostat is located directly in the intake air stream to measure temperature of the room—not of the heater itself!



Tip-Over Safety Switch!
Current is cut off automatically if heater is accidentally overturned!



Model 9A2
Available in either
1650 or 1320 W.

\$29⁹⁵
retail*

TOASTMASTER AUTOMATIC HEATERS

Two Sizes

Thermostatically Controlled!
Provide both radiant and
blower-forced warm air!



Model 9B1
1320 W.

\$18⁹⁵
retail*

Call Your Toastmaster Distributor, Today!

revolutionized the industry!

"INSTANT HEAT"

*The sales sensation of
last season—now with even
more to offer you!*

NEW!

EXCITING NEW TOASTMASTER RADIANT HEATER

Here's the wonderful new addition to Toastmaster's heater line—smart, modern, and priced to sell fast! Check every "sales-tailored" feature—notice how every selling point is one you can demonstrate quickly and convincingly! Then order your stock now!

\$13.95
retail*

Model 9C1
1320 W



Adjustable Reflector!
Tilts up or down to concentrate heat right where you want it! 184 square inches of reflective surface!



Exclusive "Instant Heat" Element!
No warm-up! Floods of radiant heat the moment you turn it on! Extra-long element for more warmth!



Tip-Over Safety Switch!
Automatic safety switch cuts off current if heater is accidentally overturned!

Modern Design!

High-style rectangular design obsoletes old-fashioned bowl-type heaters! Grille is "little-finger" proof!

Look! Two Big Extra-Profit Offers on Today's Fastest Selling Heaters!

FREE!

Heater Special No. 12

YOU GET ABSOLUTELY FREE, 1 Model 9B1 Toastmaster Automatic Heater (Retail \$18.95) with your order for ANY 12 Toastmaster Heaters of your choice—all one model or mixed. A total of 13 Heaters.

- You make up to \$18.95 Extra Profit on the Free 9B1 Heater . . . OR
- You make up to \$1.58 Extra Profit on each of 12 Heaters



68% OFF!

Heater Special No. 6

MAKE \$6.32 EXTRA PROFIT! Get this beautiful Toastmaster Automatic Heater, Model 9B1, Retail \$18.95, at Special Cost of only \$6.00 (Regular Dealer Cost \$12.32) with your order for ANY 6 Toastmaster Heaters of your choice—all one model or mixed. A total of 7 Heaters.

- You make up to \$12.95 Profit on Model 9B1 at Special Cost . . . 68% off!
- You make up to \$6.32 Extra Profit . . . OR
- You make a bonus of 90¢ Extra Profit on each of 7 Heaters



**BIG MERCHANDISING KIT GIVEN FREE WITH EVERY ORDER . . .
THIS OFFER FOR LIMITED TIME ONLY—PLACE YOUR ORDER NOW!**

TOASTMASTER

"TOASTMASTER" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont. © 1958



TOASTMASTER DIVISION
MCGRAW-EDISON COMPANY

**Manufacturer's Recommended Prices*

THE RETIREMENT PICTURE

STORY STARTS ON PAGE 41

ately in case of emergency. The accounts up to \$10,000 are guaranteed by the federal government, and no other institutions, giving their depositors this protection, pay as high a dividend on savings accounts. Amounts in savings over and above the guarantee must be considered more speculative than insurance annuities.

Investment in stocks and bonds is another method of building retirement incomes, but the building of a successful retirement income portfolio requires more knowledge than the average person possesses, and the investment is speculative.

Bonds

Bonds are considered safer than stock. The rate of income is usually fixed and the basic values seldom fluctuate widely. The interest paid on bonds has the first claim on profits. It must be paid before dividends on preferred or common stocks, and the interest must be paid up before any payment can be made on the preferred or common stocks.

Bonds are usually guaranteed by the real estate or other holdings of the company issuing the bonds. If the company were liquidated, the money resulting from the sale of the real estate would first be used to repurchase the bonds. In the case of state, county, and municipal bonds, a particular source of revenue is often used to guarantee the bonds as, for example, the revenue from city parking meters.

There is a possibility of some growth in bonds, but there is also the possibility of a decline below the purchase price. Neither are likely to vary greatly. Consequently, it would require a very large investment in bonds to provide even a modest retirement income.

Preferred Stocks

Preferred stocks also bear a set rate of interest, usually between five and seven percent. This interest or dividend is also cumulative, and if skipped, all back payments must be made before any payments may be made on the common stock. Preferred

stock is an "investment" stock, as preferred stocks like bonds, seldom fluctuate widely in value and never in rate of interest. If you plan a retirement income of \$6000 annually, you would have to purchase preferred stocks bearing six percent in the amount of \$100,000, or an investment of approximately \$4000 a year for 25 years and your investment is speculative. This is not a very bright picture for a small to medium retailer or a person earning a modest living.

Common Stocks

Common stocks are a medium by which an adequate retirement income may be built from a reasonable investment, but they are highly speculative. There are several kinds of common stock and one should not select this medium without giving it a great deal of study. To common stocks go all of the money available for dividends after payment of bond interest and preferred stock dividends. This may be a great deal or nothing at all, depending upon the prosperity and earning ability of the company issuing the stock. Common stock dividends can be passed (no payment made) and they are not cumulative.

Basically, there are three types of common stocks:

(1) **Income stocks.** These are the stocks of the companies which seldom fluctuate in depressions and inflationary periods. They are the so-called "consumer" stocks, i.e. foods, shoes, banks, utilities, and the like. Their prime characteristic is stability.

(2) **Cyclical stocks.** These are the stocks of the concerns whose earnings gyrate wildly in depressions, wars, and inflationary periods. Steel is an example of a cyclical stock. There is little demand for steel at the bottom of a depression and an unsatisfiable demand during a war. Other cyclical stocks are heavy metals and railroads.

(3) **Growth stocks.** These are preferred by some for building a retirement income. This is stock in concerns which are growing at a much faster rate than our national economy, and whose sales and earnings are

in a long range upward trend. These concerns are the so-called "recession resistant" companies. They have other outstanding characteristics. They spend tremendous sums of money for research and lead the field in this expenditure and they only pay a portion of their earnings out in dividends; using the balance, sometimes 50 or more percent for expanding their facilities. Thus, additional earning power is developed without acquiring additional stock holders, thereby increasing the earning power of each existing share. True growth companies also have a high percentage of profit on the products they produce, usually approximately 30 percent and are able to convert a substantial portion of their increased sales volume into increased profits.

Thus, it may be seen that common "growth" stocks might provide a means of investing a moderate amount of money now and yearly thereafter and ending up twenty-five years later with an adequate retirement income if you are lucky. Some of the present growth stocks are chemicals, plastics, air transportation, ethical drugs, petroleum, synthetic fibers, and others. It should be pointed out that the rate of dividends on these stocks is often lower to start with than the "income" stocks, but for retirement income, it is wise to sacrifice present income for a larger return at a later date.

One of the best pamphlets on common stocks is issued by David L. Babson and Company, Boston, Massachusetts. It is titled "How To Invest For Retirement, Under Today's High Taxes and Living Costs." Then there are books on investments available in the business section of your public library. After reading and studying these, consult with your guidance expert long and hard.

Investing Companies

If all this is too complicated for you, then you may be interested in the investing companies. These concerns came into being because a lot of folks liked stocks, but were confused by their lack of knowledge.

The investing companies, often referred to as mutual funds, sell shares in their companies and invest the funds received for their shares in the bonds, pre-

ferred stocks or common stocks of other companies. There are investment companies dealing exclusively in shares of almost any industry, also exclusively in bonds, income stocks or growth stocks. The investing companies are operated by men who understand almost every angle of the stock market. They know what and when to buy, what and when to sell, what and when to hold for the long pull, stocks with convertible advantages, common stocks warrants (explanation later) and other related advantages or disadvantages.

A new system for rating these Investment Companies has been developed recently, but this system has been widely criticized by those concerns which failed to come out on the top of this new rating system. In the ratings of this new system, Massachusetts Investors and The Wellington Fund had the highest ratings.

Investing companies or mutual funds may be the answer for those persons who want to invest in stocks or bonds and do not have the time, knowledge or ability to learn all they should know about them before they invest. However, the wide disagreement about the methods of rating and valuing these shares only magnifies the fact that these claims can be argued, but not proven. It is still a speculation. Books and pamphlets are available on mutual funds.

One final word of caution. Shares in these investing or mutual funds are sold on a fairly large commission as compared to the sales of stocks which are made on a small commission. Therefore, you cannot buy mutual shares and then sell them immediately without losing eight to ten percent of your investment.

Common Stock Warrants

Common stock warrants are another possible medium for accumulating a retirement income. Warrants are something akin to penny shares in gold, uranium, and wild-cat oil stocks. They are mentioned and explained here simply because some people are never satisfied unless they are gambling; purchasing warrants in expectation of a long profit is gambling. However, occasionally warrants do pay off well. If your favorite pastime is attempting to bring home the long shot at

(Continued on page 72)

ALL NEW... and Oh, So EASY TO SELL... AT A PROFIT!

GUARANTEED FOR LIFE!

Neo-Glo Heating Elements in Fan-Glo Heetaires!



NEW!

THE MOST BEAUTIFUL
ELECTRIC HEETAIRE
EVER DESIGNED!

*New! Instant, Glowing
Radiant Warmth... plus
Efficient Fan-Forced
Operation!*

NEW!
SAFETY TIP-OVER SWITCH!

AUTOMATIC FAN-GLO HEETAIRE

Model 157T 1320 Watts
Model 158T 1650 Watts
Sandlewood Brown Finish

\$29.95 List Price



NEW!



NEW! PORTABLE PERIMETER HEAT...

The Most Perfect Safe
Electric Heat developed for
Families with Children!

NEW! AUTOMATIC BASEBOARD HEETAIRE

Model 24T 1500 Watts
Coppertone and Beige Finish

\$49.95 List Price

NEW!



NEW! POWERFUL Fan-Forced BUDGET AUTOMATIC HEETAIRE

Smart New Modern Styling!
Beautiful! Quiet! Lightweight!

Model 70T 1320 Watts
Model 71T 1650 Watts
Coppertone with Chrome Grille

\$17.95 List Price



AUTOMATIC FAN-GLO

Model 197T 1320 Watts
Model 198T 1650 Watts
Greystone Finish

\$24.95 List Price

3 SPEED FAN-GLO (Manual)

Model 195 1320 Watts
Model 196 1650 Watts

\$22.95 List Price

plus LOWEST PRICED AUTOMATIC THRIFTEE Heetaires

Model 40T 1320 Watts
Model 41T 1650 Watts
Cobalt Blue Finish
Chrome Grille & Trim

\$14.95 List Price

and HEAVY DUTY (240 V) AUTOMATIC PORTABLE HEETAIRES

Model H-173T 3000 Watts

\$59.95 List Price

Model H-176T 3600 and
4800 Watts

\$69.95 List Price

See Your Distributor or write...

MARKEL

ELECTRIC PRODUCTS, Inc.

LA SALLE PRODUCTS, Inc.
BUFFALO 3, N. Y.

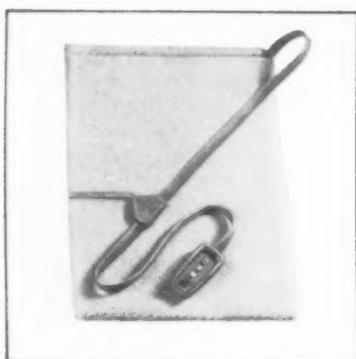
In Canada:
MARKEL ELECTRIC PRODUCTS, Ltd.
FORT ERIE, ONTARIO
EXPORT OFFICE:
15 MOORE ST., NEW YORK 4, N. Y.

More Features! More Turnover! More

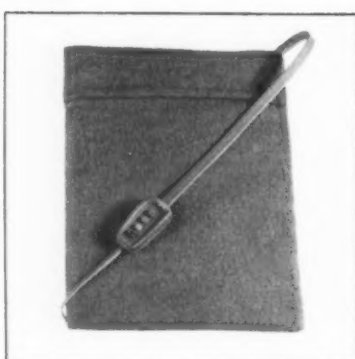


4 HIGH-QUALITY HEATING PADS

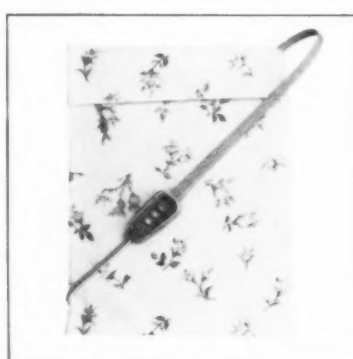
with exciting new packaging



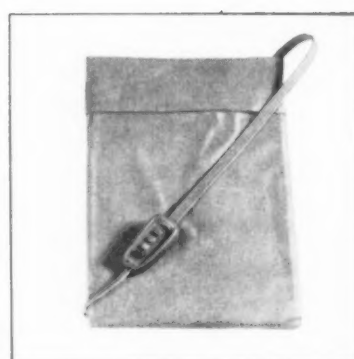
Model P18 \$8.95* Reach-easy Cordset keeps illuminated control at fingertips, 3 heat levels; waterproof; washable flannel cover—pink, turquoise.



Model P17 \$7.95* Illuminated push-button control, three heat levels; waterproof; removable, washable terry cloth; color red.



Model P16 \$6.95* Pushbutton control, 3 heat levels; waterproof; removable, washable cover . . . dainty flower print on white flannel.



Model P25 \$5.95* Pushbutton control, 3 heat levels; moisture-resistant; removable, washable cover in turquoise flannel.

2 SENSATIONAL DEALS

1. NEW 7-PAD DISPLAY DEAL

Buy 6, get one pad free plus handsome new wire display stand.



YOU BUY: 3 P18's, 2 P17's, 1 P16's.

YOU RECEIVE FREE: 1 P25 plus 7 pad pack permanent display stand.

Total retail value \$55.65

Your cost \$32.32

Your profit \$23.33

YOUR MARGIN 41.9%

DYNAMIC NEW DISPLAY . . . shows off more of handsome heating pad, and makes it easier for you to demonstrate. Permanent, self-service colored-wire rack displays 4 G-E Heating Pads . . . Holds 3 in stock, too. A real traffic-stopper.

2. 11 PLUS 1 DEAL

Buy any 11 G-E Heating Pads of one model—receive a like model FREE!

Buy 11 . . . get 12!

YOUR MARGIN — 40.4%

Sales! More Dollars...with General Electric

GENERAL ELECTRIC

VAPORIZER



loaded with features that really sell

- * **Revolutionary New Heating Unit!** For trouble-free operation!
- * **No Salt needed!** Uses ordinary tap water.
- * **Steams in 90 seconds!**
- * **8 Full Hours of Steam!** Operates all night without refilling.
- * **Automatic Shutoff!**
- * **Pushbutton Switch!** No need to disconnect plug.
- * **Medication Chamber!** Easy to fill—easy to clean.
- * **Two High-Fashion Colors—Pink or Blue!**
- * **Listed by Underwriters' Laboratories!**
- * **One-Year Written Warranty—**Your assurance of repair or replacement of any part which proves defective in material or workmanship.

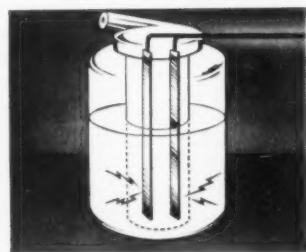
\$14.95*

*Manufacturer's suggested retail price

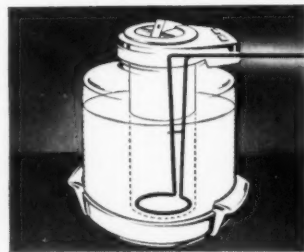


OVER-THE-COUNTER REPLACEMENT . . . General Electric protects your consumer good will with a written over-the-counter replacement policy covering the complete warranty period.

SAFER EVEN FOR BABY



In uninsulated vaporizer water is electrified—could cause shock.



General Electric's heating unit is insulated—safe. A real sales clincher.

General Electric Co., Automatic Blanket and Fan Dept., Bridgeport 2, Conn.

A GREAT DEAL FOR YOU

Baker's Dozen Deal!

Buy 12, get one free.....	\$116.64
Retail value.....	\$194.35*
Your profit.....	\$ 77.71

A BIG 40% MARGIN

Progress Is Our Most Important Product



GENERAL ELECTRIC



BUY NOW
FOR EXTRA
VALUES!

THE RETIREMENT PICTURE

STORY STARTS ON PAGE 41

the race tracks, then you might get a kick out of risking a few dollars on each of a wide assortment of low priced warrants. Perhaps Dreamboat will come home, but remember, you are playing a long shot.

Most warrants come about through reorganization. For example: a partial recapitalization for Alleghany Corporation was proposed in 1952 by which holders of the 5½ percent preferred stock, with \$116 in accumulated back dividends, were offered in exchange a new bond plus warrants. Each \$100 par share of preferred was offered a \$100 par new bond plus 20 warrants giving the perpetual right to buy 20 shares of Alleghany Corporation common at \$3.75 per share. The warrants were offered as an inducement to the old shareholders to exchange their claims for back dividends (which might never be paid if the reorganization failed) for the perpetual right to purchase Alleghany common at a fixed price. These rights would become valuable if the Alleghany common stock should rise in value.

In this manner, two million new Alleghany perpetual warrants came into existence and are now trading on the American Stock Exchange. These warrants were first sold for 75 cents per warrant. This was when Alleghany common sold for three dollars per share. When Alleghany common advanced to eleven dollars per share, the warrants sold for \$7.82½ each. Thus, \$500 invested in Alleghany at 75 cents each now showed a profit of over \$4,000.

If you are interested in warrants, there are books to read on the subject, but if you are expecting fantastic profits, remember it's like betting on a half dead horse in the Kentucky Derby and then having your horse poke its nose under the wire, the winner. It just doesn't happen often. And there is much, much more. In order to make the profits mentioned, you have to buy these warrants at the very lowest price and sell out at the very highest price. If you could pull this trick out of your hat, you are better than Houdini ever was. Alleghany warrants are selling today (February 1958) at three dol-

lars, which is quite a come down from their high.

Real Estate

Real estate, that is, income producing real estate, is preferred by some persons for producing retirement income, but it is also speculation. When you are thinking about retirement income, non-income producing real estate such as homes should be considered like life insurance. A home is to be very much desired while your family is growing up, but it loses many advantages upon retirement.

Most persons do not require or desire as large or elaborate living quarters after they are retired and unless part of the house is remodeled into a rental apartment or you take in roomers with the resulting inconveniences, the house does not contribute anything towards the retirement income. Even under the best of circumstances, the contribution is meager.

If the retiring couple plans to do some traveling, it is often best to rent an apartment, and suitable accommodations can often be secured for the amount spent on the home for taxes, insurance, upkeep and repairs.

Commercial income real estate which is 25 years old is more likely to appreciate in value than a house of similar age. Old houses are dated by old kitchens, small garages, which won't accommodate the modern automobile, the lack of proper plumbing and electric wiring for a modern automatic laundry and other dated draw-backs. They usually sell for considerably less than their original cost and homes built today will have similar disadvantages later.

Commercial real estate, if it is properly located in a fast growing community, often will produce a handsome return after 25 years. This was my personal method of producing retirement income. After considerable study over locations, I erected a store building in which I carried on my retail business until I retired. Then, I leased the building to another concern. One of the advantages of a commercial lease is that you can graduate the rental upward at

specific periods in order to cover increasing taxes, cost of maintenance, repairs, and your own cost of living. Moreover, at the end of each lease period, you have the opportunity to adjust your rentals to the economy. For example, if a fast inflationary spiral developed during your lease, you would have a chance to adjust and catch up with the cost of living at the end of your current lease.

I have been extremely fortunate because I am located in the area with the fastest population growth in the United States. Almost any investment in real estate made 20 years ago would have greatly increased in value today. Before you consider commercial real estate as your means for producing retirement income, it would be well to determine the rate of increase or decrease in population in your state and local area. If it is shrinking, do not expect a large growth in valuation. You might secure this information by writing to the Kiplinger-Washington Agency, Washington, D. C., and asking for a copy of their last letter on population growth by states.

Interest in Another Business

Some business men like to purchase an interest in other businesses to provide retirement income. This can be rewarding and it also can be a liability. It may become a liability if you are necessary to its successful operation. It may not do so well when you retire. With a small concern which has only a few stock holders, arguments often develop on how to arrive at the amount of dividends to be paid.

Notes To Retailers

These special notes are for retailers who individually endorse the time purchase contracts covering the merchandise they sell and who are not incorporated. It is extremely important that you stop such endorsements for a sufficient time to allow your liabilities to expire, i.e. your customers to pay up in full, before your target date for retirement. Otherwise the claims for repurchase of the paper on just a few repossessions could wreck your retirement income.

If you are one of those retailers who has a healthy amount

in a reserve for this purpose through rebates on finance charges by your finance company, perhaps you don't need to worry. If you are incorporated and endorse as the corporation, you don't need to worry. The auditors of many small to medium retailers are advising them to incorporate and the retailers are following this advice. The finance companies often rave and rant for a while, but, it is hard to argue against the advice of your auditors. The only other solution is to transfer your time paper to the time payment department of one of your local banks on a non-recourse basis for a sufficient length of time to allow your endorsed contracts to pay out. You may not get a rebate on the finance charges, but at least, you can retire without the hold-over liabilities of the personally endorsed contracts.

To accomplish almost anything nowadays, it is necessary to study the problems, chart your course, and then make certain you are not sidetracked. Probably the greatest problem for anyone who is just starting to plan a retirement income is the selection of his or her "guidance expert." One should especially steer clear of amateur friends and professional salesmen selling their own "goods." An "expert" should be well grounded in law, taxes, economics, finance, and the actuarial and gerontological (old people) sciences.

There are now over 20 million retired persons and this number is increasing each year by leaps and bounds. It is my opinion that the federal government should sponsor retirement planning centers and encourage young workers, retailers, and business men to start planning for retirement. These advisory centers might be in connection with our large universities and colleges and, at the start, might consist of adult extension classes taught by a panel of individual experts.

It won't be too many years before 25 percent of our population is retired. Is it asking too much, that these persons be given guidance now, so that they will have a chance of attaining a reasonable security when they reach this status? A little guidance now might considerably lessen the federal tax burden later. Retirement, if properly planned can be the Golden Years of your life. *End*

START YOUR HAPPY NEW YEAR NOW!

HI-FI
STEREOPHONIC
TV COMBOS

CUSTOM
WIRED
CHASSIS

THERMO
TUBE
PATROL

HI-FI TV
WITH
3-D

MULTIPLE
SPEAKER
SOUND SYSTEMS

POWER
TRANSFORMER
CHASSIS

CUSTOM
COMPONENT
PERFORMANCE

FURNITURE
STYLED
WOOD CABINETS

CLARIFIED
SOUND



Model 655M

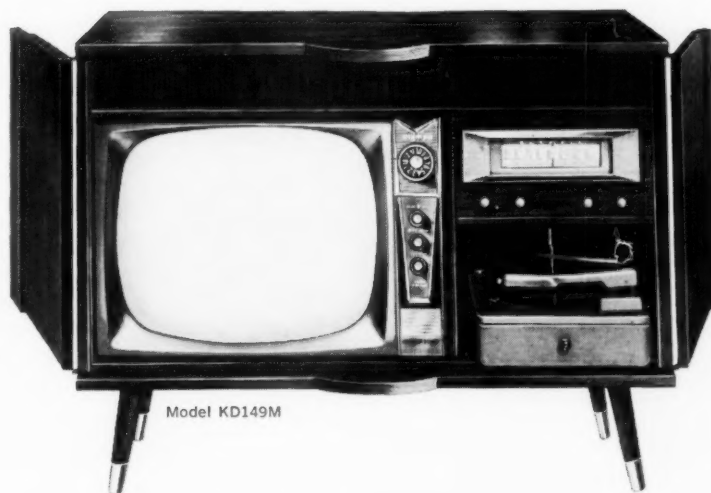
NEW DUAL CHANNEL STEREOPHONIC HIGH FIDELITY

See Olympic's wide selection of profit-makers in console phonographs and radio-phono combinations. Plus new Olympic-Continental imported hi-fi, custom-crafted to exacting British standards.

NEW 3-WAY COMBOS EQUIPPED FOR STEREO

Complete with Stereo Cartridge. The industry's most profitable, most extensive selection of combos in Modern, Traditional, Chinese and Provincial stylings.

SELL THE MAGIC 9 FOR '59!



Model KD149M

GET THE
PROFIT-MAKING
DETAILS
from your
Olympic Distributor
NOW!

Merchant-Wise Merchandise!

Start your Prosperous New Year now, with the Magic 9 for '59 . . . the new Olympic line ready with stereo in every 3-way combination, in every hi-fi.

New sales-making features, new styles in TV portables, table models, consoles, combos, in tape recorders, in transistor radios! Full mark-up, full profit in every model, plus the industry's most successful pricing-merchandising formula!

Olympic

Your "password" to profits . . .

A DIVISION OF THE SIEGLER CORPORATION



World's Leader in Combinations TV • Radio • Hi-Fi • Tape Recorders • Air Conditioners • Olympic Radio & Television • 34-49 38th Avenue, Long Island City 1, N.Y.
AS ADVERTISED IN: LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • TRUE STORY • CORONET • EBONY • N. Y. TIMES MAGAZINE

TRUE fan-forced QUICK heat!

HOTTEST heater LINE EVER

Arvin

New models, advanced features, latest fast-heat efficiency—with the EXTRA selling strength you can rely on from the **No. 1 heater manufacturer**

Model 5839



**Automatic, fan-forced-plus-radiant heaters
—heat in 5 to 10 seconds—foremost, fast-selling
features—2 heats, 1320 and 1650 watts**

No. 5839 (above) New Model, New Advantages! Handsome, wavy, brass-plated grille gives soothing "fireplace" glow effect. Heating elements insulated in "Vycor" glass tubing. New parabolic reflector "focuses" heat. Push button control for 2 heats. On-off toe switch. Safeguard Safety Switch. Charcoal enamel, black plastic trim. \$39.95.

No. 5734 (right) Instant, thermostat-controlled heat, maximum reliability. New "air-flow" range type elements speed circulation—81 cubic feet of heated air per minute. Safeguard Safety Switch. Bermuda bronze enamel, chrome grille and accents. \$34.95.



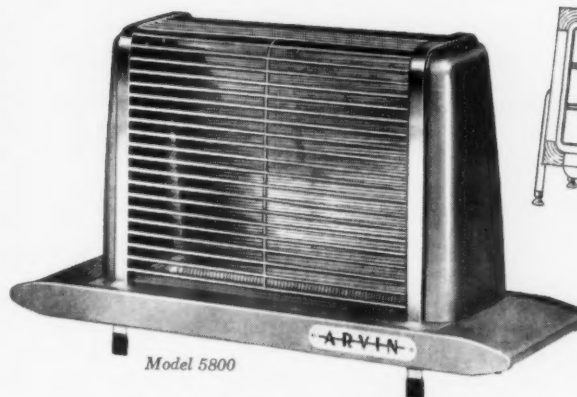
Model 5734

NEWEST IN STYLING...instant full-volume heat



Latest decorator design—Automatic instant heat, fan-forced plus radiant

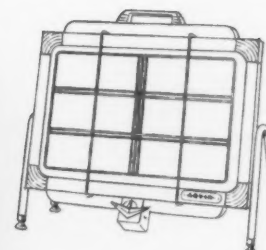
Model 5824. True fan forced heat in 5 to 10 seconds, plus radiant heat, from durable air-flow ceramic rod elements; fluted reflector increases radiance; 1650 watts, thermostat controlled; Safeguard Safety Switch. Clean-cut design harmonizes with modern furnishings. Charcoal finish with gold and black accents. \$24.95



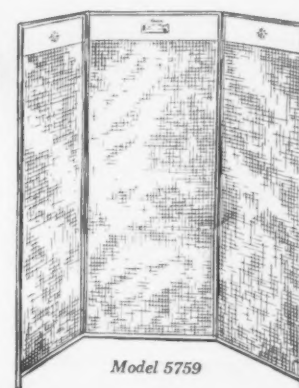
Utmost value, luxury in radiant heaters—way-ahead of the field!

Model 5800. NEW fast action, unique design, low price. Nichrome wire element reaches full intensity in 5 to 10 seconds, gives cheery "fireplace" glow. Spreads infra-red warmth widely. 1320 watts. Safeguard Safety Switch. Bermuda bronze enamel, brass-plated grille. \$14.95

Model 5854. Glass-panel, 1650-watt automatic. \$54.95
Model 5759. Arvin radiant heat screen, thermostat controlled. \$89.95



Model 5854



Model 5759

Arvin "Early Birds"



pocket extra profits

Two new heater merchandising plans that fit the needs of either large or small dealers

Plan No. 1. For every six heaters—one model or mixed—ordered from distributor stock for September 1 or earlier delivery, dealer may buy one Model 5514 at only \$5.51—50% off the 3-or-more price. Seventh unit also from distributor stock.

Plan No. 2. For every 12 or more heaters—one model or mixed—ordered for pre-paid drop shipment from Arvin factory before September 1, dealer may buy one Model 5734 at only \$11.19—50% off regular price.

Plus all this:

FREE

Colorful flasher display, for window or counter, plus bright wall-or-window banner.

FREE

100 attractive, strong-selling folders for hand-out or mail use.

FREE

Promotional calendar outlining a full 12-months merchandising program.

... and a bonus special:

Buyers of Plan 2 may also order a new Arvin "Merchantman" permanent display center at \$30 and receive free one Model 5734 heater with retail value of \$34.95. Available to others at regular \$30 price.



Consumer Products Division • Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also manufactures Radios, Phonographs, Fans, Car Heaters, All-Metal Ironing Tables, Leisure Furniture and "Charky" Outdoor Grills

THE COMPLETE ARVIN LINE includes twelve 110-volt models...four 220-volt models...\$12.95 to \$89.95



Model 869

New Arvin 220-volt automatic heaters meet a growing demand

Engineered to Arvin top-quality standards, these heaters insure maximum efficiency. DeLuxe Model features sensitive bulb-type thermostat; 2 self-regulating fan speeds; scientifically cooled cabinet; safety switch. All are finished in handsome Bermuda bronze enamel. \$44.95 to \$69.95

YOUR RADIO ADVERTISING

STORY STARTS ON PAGE 46

lar involves "cost-per-thousand listener impressions".

Station surveys indicate how many persons hear a given program; each of these listeners receives an advertising "impression" every time he hears your sales message.

If the station has 10,000 listeners at the time your message is aired, and charges \$10 for the announcement, your cost-per-thousand is \$1.

You can use the cost-per-thousand figure to help you decide which station gets your business. Also, the system is useful for deciding between newspaper and radio advertising. But it doesn't give you the whole picture.

Radio has it over newspapers in these ways:

(1) Radio carries your sales message through the spoken word—a much more intimate and persuasive means of communication. (2) Radio permits simultaneous advertising exposure for the whole family, developing the sales advantage of group reaction. (3) Radio is the only practical way you can get a daytime message directly to the housewife. (4) If you sponsor a radio program, you get credit for the whole program—not just for the time your commercials run. Newspaper advertising gives no "sponsor identification", that is, readers give you no credit for the paper's editorial material.

The other side of the coin—radio's shortcomings—looks like this:

(1) The radio advertising message is perishable—a listener can't clip and save the ad. (2) Radio can't show listeners a picture of an electrical appliance. (3) Radio has trouble handling a complex sales message. (4) Sponsor-identification works both ways; if the program you sponsor is a flop, your firm name will be identified with that flop.

Should I buy announcements, station breaks or complete programs?

Announcements are one-minute message delivered at random during a regular radio program. Their comparatively low cost is ideal for a multi-impact saturation campaign or for modest ad-

vertising by a small dealer.

Overly-modest radio advertising, however, can be a waste of money. You can't expect a single spot announcement to send customers pushing into your display room. But you can expect wide audience coverage from five well-placed spots a day with time shifts for each one at least once a week.

In buying spots, make sure your contract guarantees your spots will be flanked on both sides with program material. Your sales pitch just won't pack a punch if it is delivered alongside someone else's.

To demonstrate this: next time the family is watching a TV station-break when four or five different spots come one after another, quietly make a note of the products advertised. Then ask family members how many of these products they can name. If they can remember any brand name but the last one shown, they are very exceptional observers. This separation-of-messages rule applies to station breaks as well as to spot announcements.

Station breaks are prime spots on the hour or half hour, placed alongside the station identification and time signal. Cost is often below that of a one-minute announcement because station-break announcements generally last only thirty seconds. Station-break time is considered a prestige period, used effectively by banks and insurance companies. But appliance merchandising messages are usually too complex to squeeze into a thirty-second period.

Program sponsorship is expensive. But for the retailer no form of radio advertising is so permanently effective as a well-planned, wholly-sponsored radio show with adequate tie-in at the place of business.

Recent years have seen the microphone and turntable in windows of appliance and furniture dealers. During a big promotion you can arrange to sponsor a fifteen-minute program broadcast from your store, or even an all-night show to go with a marathon sale. Gimmicks are great but you can't beat good coverage of weather, news or sports by a locally-known an-

nouncer who has real authority and personality.

If you can afford it, local high school football or baseball play-by-play coverage is usually a good investment for a retailer. Local-interest college games can sell for you, too. These program types carry blue-ribbon value because they are "regular", but not so regular as to lose their "special" quality.

Music shows? If the music is live, local and good, maybe so. But if it's an ordinary record show, why pay for the whole cow when you can get just an occasional bottle of milk in the form of spots during the program?

Many would-be sponsors shy away because they don't have a lot of extra time to devote to program planning. The truth is, for most programs all the sponsor has to do is sign the check for time and talent costs.

But program sponsors range from those who prefer to keep hands off to those who spoil efforts station personnel make to produce a good show.

If you sponsor a news, weather or music show there isn't much you can do to dabble even if you want to. However, with quiz shows, panels and contests, you may need to furnish prizes, suggest ideas or even play host (at the studio) to guest panelists.

If you don't have time to help produce your show it's a good idea to send a representative to an occasional broadcast just so you can keep a finger in your own pie. But after the planning stage, sponsoring a show shouldn't demand any more of your time than you care to give it.

What are the less-obvious pitfalls I need to watch out for?

(1) Bad, or old commercial copy: Nothing grates on listeners' ears like copy that is six months old, or an announcement that is full of errors, jerkily written, or in poor style and taste.

You can avoid this by requiring that all copy be written fresh for each airing, and by insisting that copies of commercials be sent to you before they are broadcast. This not only lets you know whether you are buying fresh, punchy copy; it also helps avoid price mistakes that send customers to your store demanding to see the new refrigerator they heard the announcer advertise at \$49.95.

(2) Misplaced, or not-placed announcements: Your contract should pinpoint, within five minutes, the time each of your spots is to be aired. Follow this up by having an employee or your wife listen regularly to see if your spot comes on at the right time, on the right program with smooth, enthusiastic announcer delivery. If you have made a wise contract, any ill-timed or poorly delivered commercials will have to be "made up" later to your satisfaction.

Your big decisions on radio should be made before you spend the first dollar. Do as your customers do—look 'em over carefully before you buy. Then after your radio campaign gets under way you won't need Trendex, Neilsen or Hooperatings—just listen to the happy jingle of your cash register. *End*



"HE CLAIMS HE WENT AS FAR AS HE COULD WITH HI-FI."



High Fidelity TV Series. New Styling! The Stratford. Beautiful console in satin walnut, blonde oak, or sierra finish veneers. 20,000 volts of hi-fi picture power and integrated extra amplifier for 4-speaker hi-fi sound. Stereo high fidelity phono jack. New 110" Black Magic picture tube. Pull-push on-off controls.

High Fidelity Son-R Remote Control TV Series. New Styling! The Rutherford. A Decorator-approved Original. Satin walnut, blonde oak, or sierra finish veneer. Son-R remote control. "Touch-A-Matic" bar tuning. 20,000 volts for hi-fi pictures. Extra amplifier built-in for 4-speaker hi-fi sound. Stereo hi-fi phono jack. New 110" picture tube.

Nobody touches her new Admiral TV



Son-R Remote Control at no extra cost! Tiny as milady's compact! Jeweler's Golden Finish! Exclusive Volumatic button adjusts volume to not just one but to four levels. Turns TV on-off, changes channels from anywhere in the room. Fits out of sight in magnetic pocket on side of set. Beats competition.



*(it's wireless
remote controlled)*



Super TV Series. New styling. The Wentworth. Beautiful mahogany, blonde oak, or sierra grained finish. Slimmer than ever lowboy styling. All top front tuning, including push-pull on-off. New 110° Black Magic picture tube. 18,000 volts of picture power. Full fidelity sound. 2 big speakers, acoustically matched and mounted in front.

Nothing touches new 1959 Admiral TV

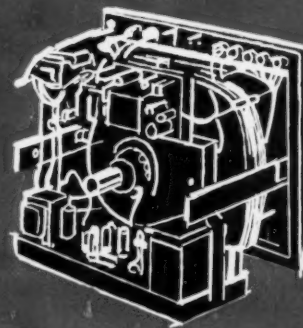
**First really NEW kind
of TV in over 7 years!**

**The most beautiful
TV in the world!**

The hot line for '59! Every set a styling standout with the jeweler's golden touch! Including fabulous new Decorator-approved Originals! Every set a performance standout with Admiral's new horizontal chassis! The TV that makes others old hat—the TV that gives you new features to talk about...to demonstrate...for easier selling!

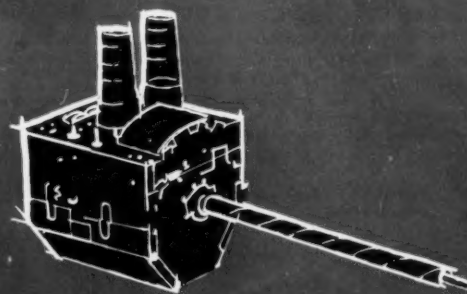
No other set can touch the new Admiral for looks, performance, price, or profit. A cinch to dominate the market because it obsoletes the others. Insure your share of the market this very minute by calling your Admiral distributor.

MARK OF QUALITY THROUGHOUT THE WORLD



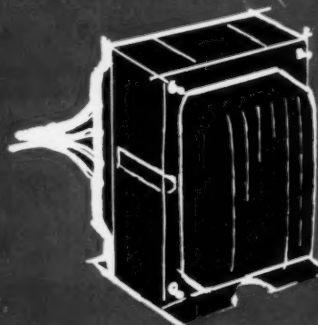
NEW HORIZONTAL CHASSIS

This feature—and others shown—are easy for TV men to service. New horizontal chassis mounting means cooler, more efficient operation, longer tube life, and less service calls. Admiral makes two basic chassis...18,000 volts and 20,000 volts.



NEW GOLDEN SIGNET CASCODE TUNER

The standard of the industry. 12 oscillator adjustments for the sharpest possible pictures. Eliminates "snow". Eliminates the need for fine tuning. Distant stations are hit right on the nose.



NEW POWER TRANSFORMER

Minimizes power surge that causes most tube failures. Eliminates the shock hazard. Aids in cooler operation. Adds years to set's life.



ADMIRAL'S FAMOUS PRINTED CIRCUITS

Similar to that used in U.S. satellites. Same circuitry demanded by U.S. Government, the most exacting customer in the world. Printed circuits are resistant to shocks, jolts, and jars. Eliminates human errors in wiring and soldering. Coded with circuit numbers.

SOLD IN 90 COUNTRIES...MANUFACTURED IN THE U.S.A., AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY

Admiral®

Completely Safe and Patent Protected



The ALL NEW SKUTTLE-DIMPLEX ELECTRIC SPACE HEATER

OFFERS MORE PROFITABLE SELLING FEATURES

Here's the only portable electric space heater of its kind on the market today. Check these advantages:

- New thin-line design is available in six compact units offering thermostatically controlled comfort in any climate.
- No fans, coils or moving parts to endanger the family. Maximum surface heat of 190° is safe to the touch... protects against burning, scorching or igniting flammable materials. Automatic cut-off shuts off appliance in the event of abnormal operating conditions.
- Electric element provides economical heat to permanently oil-filled heating channels giving trouble-free service for its long life.
- Guaranteed for two years by the manufacturer against defective materials.
- Attractive Gold colored baked enamel finish.

Write today for complete information on this revolutionary new SKUTTLE-DIMPLEX Electric Space Heater.

Skuttle

**MANUFACTURING CO.
MILFORD, MICH.**



For all 'round use, the medium size heater gives efficient radiant and convection heat when needed and takes up the minimum storage area when not in use.



Smaller models are ideal for closets and storage areas. Cost of operation is little more than an electric light bulb. Ends midwest problems due to dampness.

IF...

YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name
Address
City Zone State
Company Title

OLD

Name
Address
City Zone State

ELECTRICAL MERCHANDISING

330 W. 42nd St. N. Y. 36, N. Y.

FOR THE DEALER . THE DISTRIBUTOR . THE MANUFACTURER

The **GIMMICK**
That **MOVES**
The **GOODS**



Duncan Hines
DINNERWARE

TESTED—PROVEN—PROFITABLE

The positive tie-in that is the biggest promoter of appliance sales in America today!

Promotionally Priced for **DEALER LOADER, GIVE-AWAY or SELF-LIQUIDATION**

FREE MAT ADS and Promotional Aids!

LET US PLAN A PROMOTIONAL PROGRAM FOR YOU!

Write Today for Catalog Sheets and Complete Details

Stetson China Co.

1563 Merchandise Mart, Chicago 54, Illinois
America's Largest and Most Modern Dinnerware Manufacturer
*Trade Mark of Hines Park Foods, Inc., Ithaca, N.Y.
Stetson China Co., Lincoln, Ill., Licensee

THE WOMAN'S VIEWPOINT

Beware the Bridge Table

By **JULIA KIENE**

Consultant and Equipment Editor, *Copper's Farmer*

Homemakers are realistic shoppers. When replacing the old appliance with a new one, they want three things: accuracy of operation, ease of cleaning, intelligent servicing.

Ease of cleaning seems to have progressed but little since the days of ice boxes and wood ranges. Sit around a bridge table of an afternoon and the irate homemaker may overlook a grand slam bid she is so busy talking about the hours it takes her to clean her refrigerator.

Rightfully this homemaker feels she has reached the last straw when she has to wrap a damp cloth around a skewer to get into cracks and crevices.

Plastic tops on vegetable keepers with reinforcements ridges underneath placed an inch or so apart are high on the gripe list. A special brush must be used, (not furnished by the manufacturer) to remove fragments of leafy vegetables caught there and dried.

The real explosion came over an escutcheon, the manufacturer's name, which extends across the door of the refrigerator. It is beautiful in design, but filled with sharp corners and indentations. Every so often it is necessary to clean those dust and grease collecting letters with a soft damp cloth wrapped around a nut pick or skewer. Not much time. Probably ten minutes in all, but those 600 seconds are filled with diabolical hate for the manufacturer.

Control dials never seem to be engineered with the homemaker in mind. Not long ago a group of homemakers were laughing over an ad which showed a sleekly gowned female, setting the control dial on her range with beautiful pastel gloves on her hands. These good women stated they seldom worked in the kitchen with gloves, but more frequently with hands slightly greasy and possibly coated with flour. The ridges on the particular control dial advertised would soon be so

gummed up it could never be cleaned.

The gleaming chrome rim around the range unit comes in for its full share of criticism. Since a careful housewife likes to clean around the units at least once a day, why they ask, are those chrome rims so difficult to slip back into place. One bridge player woefully groaned she hated to return home because before she could cook dinner she'd have to continue with the interrupted struggle to get a rim back in place.

Why so many ridges in the plastic or chrome trim on ranges, especially the trim on the back panel? Homemakers agree it looks pretty, but once in use, endless time is spent digging it clean.

Automatic gadgets on appliances, just as on cars, need servicing. The average housewife expects that, but at the same time expects a trained service man to answer her call for help. Frequently the complicated mechanism is beyond the ken of the service man. To alibi for his lack of knowledge he loudly states that the particular manufacturer never did know how to build a household appliance.

There isn't a housewife in existence who enjoys hearing the appliance of her choice called a bunch of junk. If only service men could learn it is poor policy to run down the appliance on which he is working. A good mechanic can conquer any complicated mechanism.

It could be these details, seemingly unimportant to the dealer and manufacturer, which are keeping appliances resting on the dealer's floor, rather than in the kitchen.

Irate homemakers around a bridge table can be damning to the appliance business.

**WHAT DO YOU
NEED TO KNOW
ABOUT STEREO?**

You'll find the answers . . . all of them . . . in a Special Report on hi-fi and radio in next month's **ELECTRICAL MERCHANDISING**

PROFILE OF YOUR CUSTOMER

STORY STARTS ON PAGE 56

children, your chances are excellent. Statistically, the sewing machine rates the title as the typical middle class product; its impact is greatest in the households of salesmen, office workers, skilled craftsmen and farmers. These groups buy 53 percent of all units in relation to their 37 percent of the population.

Contrary to popular impression, the sewing machine is not used primarily to eke out marginal incomes; 45 percent of its sales go into homes over the \$5000 per year mark. In addition to the over \$5000 market, a fruitful field lies in the \$3-4000 income category—yet the intervening \$4-5000 group is a sparse hunting ground.

Refrigerators, Vacuum Cleaners

Of all products, refrigerators conform most closely to population distribution, a phenomenon explained by high saturation.

The only notable deviation from form is the higher incidence of sales to younger families (under 30 years old), especially those with children.

Another product following the population pattern is the vacuum cleaner which diverges only in the case of homes with young children; this segment, comprising 40 percent of the economy, buys 55 percent of the cleaners.

Phonographs and Records

These specialty items trace their own unique sales configurations; and records don't follow the same path as phonographs. The heaviest harvest of phono sales—three out of every four—is gleaned from families with children. The phonograph enjoys a quality market: suburban oriented, college educated, well-heeled. Particularly poor prospects are older people and farmers.

Metropolitan markets rack up

three out of every four record sales, with the biggest cities making the most impressive contributions. Not surprising to their parents is the importance of "teen-agers" to record selling; the 16 percent of families who have children in the 10-19 age bracket account for 28 percent of record revenue. Add in the young homemakers and you can expect four out of every five dollars from the combination. While the bulk of the market (76 percent) earns \$4000 a year or more, the real cream of it is at the top, where the 14 percent earning \$7000 or more provide a lush 31 percent of the overall sales.

A Word Of Caution

Despite the depth of this new study, a few reservations should be noted. Because it dealt strictly with consumer expenditures, the survey is silent with regard to retail sales to business users—for instance, it would not count sales of refrigerators for a company cafeteria or washers to a duplex apartment owner. Also, the fact

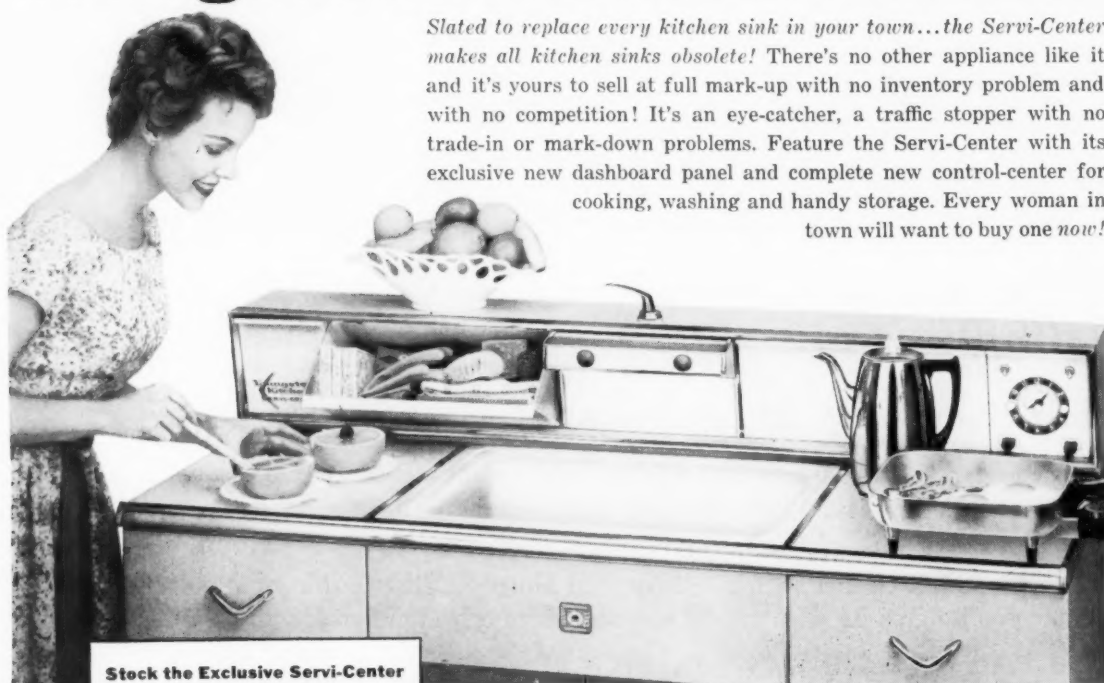
that the survey was an across-the-board study of all types of consumer spending tends to make it more accurate for frequently recurring soft goods buying than it is for durables.

LIFE plans to meet some of these objections by releasing even further breakdowns of household purchasing habits. Analysis of appliance ownership and new machine vs. used machine relationships are in the works.

And—if there is sufficient demand—they can produce a three-dimensional portrait of your most promising prospect through the wizardry of "cross-tabulation". This process (within limits) can give you a cross-hatch on your unsuspecting customer by revealing several of his outstanding traits simultaneously. Thus, your hottest bet for an air conditioner may turn out to be that college educated executive who pulls down over \$10,000 a year and who lives in the suburban home with the nice young kids.

With this kind of a lead, how can you lose? **End**

14 ways to demonstrate and sell this new full-profit appliance Youngstown Kitchens SERVI-CENTER



Slated to replace every kitchen sink in your town...the Servi-Center makes all kitchen sinks obsolete! There's no other appliance like it and it's yours to sell at full mark-up with no inventory problem and with no competition! It's an eye-catcher, a traffic stopper with no trade-in or mark-down problems. Feature the Servi-Center with its exclusive new dashboard panel and complete new control-center for cooking, washing and handy storage. Every woman in town will want to buy one now!

Stock the Exclusive Servi-Center

2 SIZES

White and Sandalwood Colors

Suggested Retail:

42-inch size \$199.95

54-inch size \$229.95



AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

- **TILT OUT THE 3** Storage Bins...so handy!
- **DEMONSTRATE** the Hand Lotion Dispenser...so new!
- **SHOW OFF** the light over the Sink Bowl...no work-shadows!
- **OPERATE** the Single Handle Water Control...one finger does it!
- **PUSH THE BUTTON** on the Detergent Dispenser...comes with P&G's JOY Detergent!
- **SHOW** the Acid-Resistant Sink Bowl...no-splash design!
- **POINT OUT** the Hidden Water Faucet, just-right height!
- **EXPLAIN** the Switch for Optional Food Waste Disposer...sell a disposer to your customer, too!
- **OPERATE** the Off-On Light Switch...makes good night light!
- **TALK ABOUT** the Electric Clock...it's a Timer, too!
- **PLUG IN** appliances on the electric outlets.
- **TIME-SET** an appliance on one outlet...turns on and off.

Servi-Center Dept. EM78
AMERICAN-STANDARD
YOUNGSTOWN KITCHENS DIVISION
Salem, Ohio.

Please send me full details on your new Servi-Center Appliance.

Name _____

Firm Name _____

Address _____

City _____ State _____

HOTPOINT'S NEW

introducing
the hottest
TV selling idea
in years...

HAND SPAN DESIGN!

With your hand you can demonstrate the most daring, spectacular TV cabinet design in years!

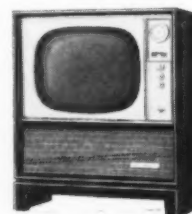
With your hand you can show every prospect how old-fashioned and bulky his old cabinet is.

With your hand you can show how new and advanced Hotpoint's Flair Group models are! It's a line that offers customers something they don't already have—and the hand-span-deep demonstration proves it instantly!

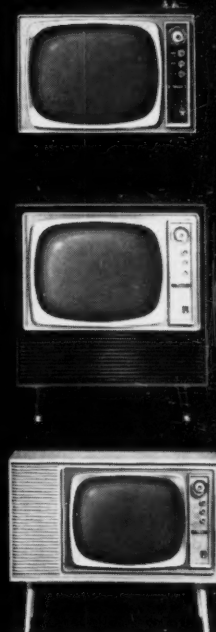
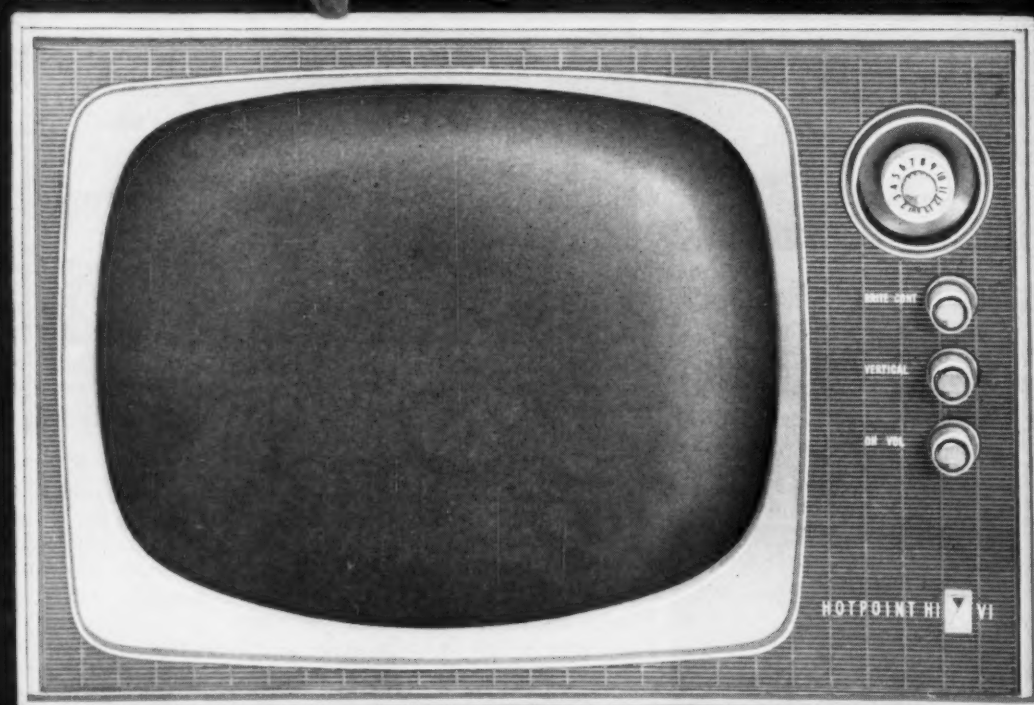
If you haven't seen Hotpoint Flair Group TV for '59, ask your Hotpoint Distributor for a look right away. If you *have*... we know you'll agree its sales appeal has competition beaten *hands down*!

NEW "DECORATOR" SERIES, TOO!

When customers want "conventional" TV, Hotpoint dealers can sell *them*, too! New Decorator Series offers Slender Profile cabinets full of great new Hotpoint features for 1959—including the biggest speaker in TV, and new Remote Control that changes channels, adjusts volume, and turns set on and off. Gives customers a full choice—the bold new Flair Group with Hand-Span Design, or more conservative Decorator Series models. Either way, *you* sell 'em!



FLAIR GROUP for '59



FLAGSHIP of the Flair Group is this striking new table model. 17" screen (overall diagonal, 155 square inches viewable picture area). It's a table model that carries like a portable. Note the grille facing with "floating" screen. Retractable antenna is built in. Powered by advanced PowerForm Chassis with full power transformer. Front Speaker. Cabinet available in colors or wood finish. Shown: Model 17S321.

EXCITING large screen table model in Flair Group has cabinet only hand-span deep. Built-in retractable antenna, front speaker, new PowerForm Chassis. Cabinet in color or wood finishes. Shown: Model 21S420.*

HANDSOME Flair Group Console with two-speaker sound in smart louvered sound chamber. Enclosed back, Hand-Span Design, PowerForm Chassis. Mahogany or Light Oak finish. Shown: Model 21S532.*

DRAMATIC new Flair Group lowboy features louvered sound chamber, two Hi-Vi speakers, new PowerForm Chassis, Hand-Span Design. In Walnut or Light Oak finish. Shown: Model 21S631.*

*Screen size 21" (diagonal measurement, 262 square inches viewable picture area).

If you're not a Hotpoint Dealer—you'll want to be!

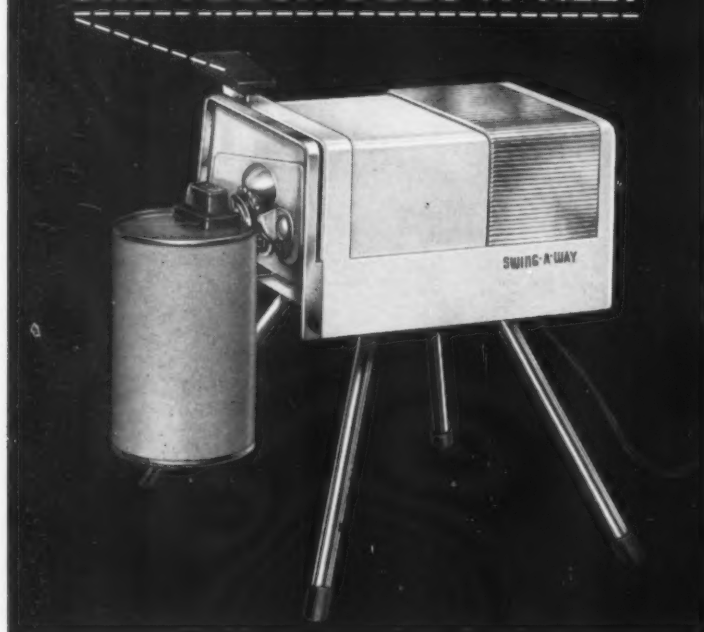
Hotpoint Hi-Vi TV

LOOK FOR THAT DIFFERENCE (your customers do!).

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Customline • Dishwashers • Disposalls* • Water Heaters • Food Freezers • Air Conditioners • Television

HOTPOINT CO. • A DIVISION OF GENERAL ELECTRIC COMPANY • 5600 WEST TAYLOR STREET • CHICAGO 44, ILLINOIS

ONE TOUCH DOES IT ALL!



automatic can opener and knife sharpener

Starts at the touch of a finger, and shuts itself off when lid is cut out. Full size electric knife sharpener included. Contact your SWING-A-WAY supplier today for the only electric with the really automatic features!

\$27.95

SWING-A-WAY

SWING A-WAY MFG. CO.
4100 Beck Avenue
St. Louis 16, Missouri
IN CANADA: FOX AGENCIES,
PORT CREDIT, ONTARIO

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

For extra large, heavy cabinets



you need a Caster X-75
TWO-PIECE TRUCK
\$58.00 PER PAIR
including straps

These rugged all steel, heavily reinforced two-piece trucks are indispensable for handling tall cabinets that won't clear doorways when tipped. Ideal for the largest, heaviest freezers, ice cream cabinets, refrigerators, ranges, etc. One truck has ball bearing swivel casters to facilitate guiding and right angle turns. Except on stairs or when loading, one man can handle. Capacity 1500 lbs.

NO. 102 BALANCE TRUCKS
Lift and Carry the Load **\$45.00**

The load balances and rides on two wheels—the mover has only to push and guide. Write for circular on these and other trucks from \$35.00 up F.O.B. Findlay, Ohio.



SELF-LIFTING TRUCK CO.

425 North Main Street • Findlay, Ohio

Buy Now Drive Clicks

Thirty-nine appliance dealers in the seven-town Appleton, Wis., area cooperate in a "Buy It Now" drive which boosts their volume by some 80 percent



Special Better Buy Now section in Appleton Post-Crescent holds attention of cooperating appliance dealers during special kick-off meeting.

They're called the "Fox Cities" by practically everybody. There are seven of them—Appleton, Neenah, Menasha, Kaukauna, Little Chute, Combined Locks and Kimberly—and there are 44 appliance outlets in them, operated by 39 firms. These 39 managements all got together May 8-17 in a fully-coordinated campaign aimed at cleanly selling more appliances to their over-100,000 fellow townspeople. They managed to do it, by some 80 percent.

"Better Buy Now" was the tagline. The campaign was a three-man idea—newspaper promotion man Ken Davis, Harold Austin of Major Appliances, Inc., a G-E distributor, and John McLean, assistant sales manager of Wisconsin-Michigan Power Co. It got full support from manufacturers and from community leaders, including Wisconsin's Governor Vernon Thomson, who flew in for the kick-off breakfast and of course, got plenty of help from the *Post-Crescent*, the single newspaper which circulates throughout the area.

Summing up the 10-day sell, Fox Cities dealers are generally happy. The "ground rules," which allowed no was-is pricing, no distress or closeout pitches, no specific trade-in allowances, no premium or other free gimmicks,

chafed some dealers. Others liked this competing on a straight-price basis. All approved the no-haggling sales, though prices were generally lower, cutting nets.

Some Fox Cities men thought the promotion should have gotten off to a quicker start. Initial effort was a special section in the newspaper, largely "institutional" ads, that some retailers felt were wasted. It is a fact that the campaign didn't get rolling until the retailers' own ads, presenting specific merchandise at specific prices were digested by the buying public. There were absolutely no complaints about traffic, or general consumer interest.

The total of 462 major appliances sold during the ten days was unimpressive to some dealers, who figured out that this amounted to about one sale a day each. Yet, most upped their pre-promotion sales figures, one dealer—not the smallest—by some 300 percent. To quote one unimpressed, but realistic, dealer: "It wasn't a howling success, but I hate to think what sales would have been without it. A good look at "Better Buy Now" reveals, in other words, that dealers got their share extra sales in direct proportion to the amount of extra effort they expended.

HERE'S YEAR-ROUND SALES HELP FOR YOU...

Announcing
U. S. Steel's new
STEELMARK
P R O G R A M



the greatest selling force

in retailing history

to help you sell

products made of steel

Here's the selling message . . .

Now . . . United States Steel is launching the dynamic new STEELMARK Marketing Program to make more people than ever before prefer—and *ask* for—products made of steel! Striking 2-page, full-color ads in THE SATURDAY EVENING POST and TIME magazines are telling 21,000,000 people every month of the fabulous new ways "Steel lightens your work . . . brightens your leisure . . . widens your world." This same powerful selling idea is being seen—and *demonstrated*—every month to 25,000,000 responsive viewers of THE UNITED STATES STEEL HOUR television show. And *all* this hard-hitting advertising features a new, colorful, smartly designed STEELMARK which can work hard for you at the point of sale!



Here's the **STEELMARK** that sells . . .

This is the new STEELMARK—the key link that brings all the excitement of the STEELMARK Program right into your own store! The STEELMARK on any product speaks volumes about the beauty, the color, the easy care and thoroughly *modern* styling that today's steels make possible . . . these are the very qualities of steel people have been pre-sold on through U. S. Steel's constant, convincing advertising.





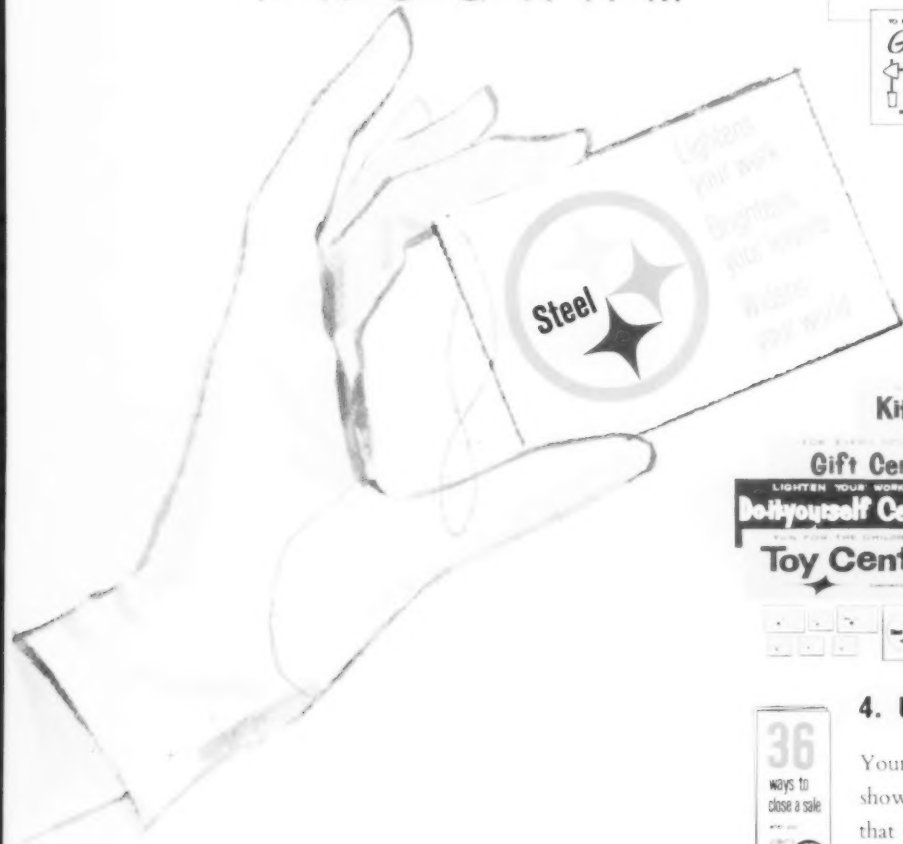
Here's the selling magic for you . . .

STEELMARK is a selling program for you! Because of its tremendous advertising and merchandising impact on people everywhere, it offers you a great opportunity to tie-in with the STEELMARK in your own labeling, advertising, direct mail and in-store displays . . . right down to the most potent sales-making force of all: talking the advantages of "steel" in your own selling efforts. To find out about the many ways STEELMARK can spell sales magic for you, turn this page.

Here's your timetable for **STEELMARK** advertising

- ◆ U. S. STEEL HOUR—
July 2, 16, 30; August 13, 27; September 10, 24; October 8, 22;
November 5, 19; December 3, 17, 31.
- ◆ TIME—
April 21; May 26; June 30; July 28; August 25; September 29; October 27;
November 24; December 22.
- ◆ SATURDAY EVENING POST—
April 19; May 17; June 7; July 12; August 9; September 13; October 11;
November 8; December 6.

Follow
these four steps
to selling success
with the
STEELMARK
PROGRAM



1. SEND THE COUPON

Get your *free* STEELMARK Kit. It gives you merchandise tags, stickers, window/wall banners, display and advertising ideas, ad mats, and other promotional materials that will enable you to add the extra "sell" of STEELMARK to the steel products you carry. Write *today*.

2. USE THE FREE AD MATS



Your kit gives you not only mats of illustrations, headlines, and other ad elements, but also shows some sample ways to use these elements to make your own STEELMARK newspaper ads. Use these materials; use your local newspaper to build store traffic. Sell the benefits that steel brings to your products . . . sell the beauty, convenience, the fun that *you* can bring people with products made of steel.

3. USE THE FREE DISPLAY PIECES



The display materials in your STEELMARK Kit show how modern steels make your merchandise stylish, fashionable, modern, and useful. Build STEELMARK displays around gardening, do-it-yourself, kitchens, gifts, appliances, and outdoor living. These are just a few examples; remember, the STEELMARK Program works for you on any product made of steel, any time of year.

4. USE THIS SALESMAN'S GUIDEBOOK



Your free STEELMARK Kit even helps you stimulate your salespeople . . . shows them "36 Ways To Close A Sale." It gives them pretested sales points that they can use on customers. It lists the advantages of various types of steel and tells which products are usually made of these steels.

STEELMARK PROGRAM
United States Steel
Pittsburgh 30, Pennsylvania

Send me my STEELMARK Merchandising Kit. I understand this kit will include window/wall banners, merchandising tags and stickers, counter displays, ad helps, and detailed information on how I can make this great traffic-building promotion *my own* local promotion.

Name _____

Firm _____

Type of outlet: ☐ Department Store ☐ Hardware Store
☐ Appliance Store ☐ Kitchen Dealer
☐ Other _____

Address _____

City _____ State _____

RESERVE
YOUR FREE
STEELMARK KIT!




Losing Your Shirt on small appliances?

SWITCH TO DOMINION and sell top-quality, competitively-priced appliances with **FULL PROFIT MARGINS!**


Sick and tired of selling small appliances at cost? Then dust off your counter space and make room for Dominion! These nationally-known appliances are styled to appeal . . . priced to sell at full profit margins . . . guaranteed for complete customer satisfaction.

Here are two examples of modern, new Dominion appliances that will put the profit back into selling. These two new items, and the complete profitable Dominion line, will make every day promotion day for you!



Dominion Steam and Dry Iron

Model 1075—Numerous scientifically-placed steam jets provide a blanket of steam for faster, easier ironing. Floating cord for either right or left-handed ironing. Lightweight—only 3½ lbs. Styled in chrome with 1-Year Replacement Warranty.



Dominion 4-Slice Toaster

Model 1140—Provides plenty of hot, fresh toast for the entire family. Precision thermostat assures uniform toasting—light, dark, or in-between. Oven-type interior keeps toast warm longer. Large crumb trays in base for easy cleaning.

Get the complete Dominion Full Profit Margin story from your distributor or see us at Booths 465-67-69-71 at the July Housewares Show in Atlantic City



DOMINION

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



“I don’t know who you are.

I don’t know your company.

I don’t know your company’s product.

I don’t know what your company stands for.

I don’t know your company’s customers.

I don’t know your company’s record.

I don’t know your company’s reputation.

Now—what was it you wanted to sell me?”

*MORAL: Sales start before your salesman calls
—with business magazine advertising.*



McGRAW-HILL Publishing Company, Inc.



330 WEST 42nd STREET, NEW YORK 36, N. Y.

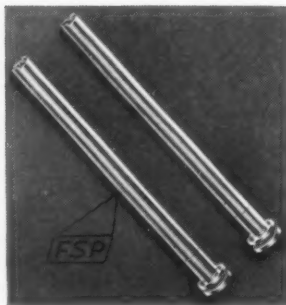
sad adventures of "OFFIE BRAND" the serviceman



don't wear out your welcome
ALWAYS USE F.S.P.

Factory Specification Parts
are designed to eliminate
profit-eating service call-backs

"FSP" replacement parts *fit right* and *work right* in RCA WHIRLPOOL appliances because they are precision made to the same, high quality specifications as the original part. For example, "FSP" spin tubes have as much as 25% more plating than "off brands," for greater moisture and rust resistance. Flanges are securely attached by "spun over" lips to prevent loosening and noise. Why gamble? Always use an "FSP" replacement part. See your RCA WHIRLPOOL distributor or authorized parts jobber.



**THEY LOOK ALIKE . . . BUT
CAN BE SO DIFFERENT!**

The imitation (right) might not provide the exact alignment or over-all high quality of the "FSP" spin tube on the left.

FSP
Factory Specification Parts for
RCA Whirlpool APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks RCA and FSP authorized by trademark owner Radio Corporation of America

NARDA SURVEY

STORY STARTS ON PAGE 64

year's big harvest of hi-fi.

Washers were second in importance, doing 19.2 percent of the dealer's volume and continuing a four-year uptrend. Dryers were riding a 6-year uptrend and did 6.2 percent. Air conditioning increased its importance sharply from 2.7 percent of 1956 to 4.8 percent last year. Refrigerators did 13.8 percent, but continued on the volume downtrend. Kitchens eased slightly from 3.9 to 3.7.

Small appliances as a group dropped sharply in importance, doing but 2.6 percent of NARDA dealers' business, down from 4.7 the previous year and former highs of 5.5 in 1954 and 9.1 in 1949.

A decade from now the industry will offer at least 100 electrical products as compared to the 57 or 58 appliances now available.

Chris J. Witting, vice president
Westinghouse Electric Corp.

What of the outlook for 1958? Despite recession, 85 percent of the dealers answering NARDA's survey expected sales to be up in 1958. They were not so bullish on profit however, 43 percent expecting no change in profit picture; 33 percent seeing a decline.

Laundry was seen as the department with brightest prospects for 1958, followed by hi-fi, TV—and appearing for the first time—stereophonic sound was mentioned in 8th place.

In foraging for new business in 1958, some dealers will be reaching far outside the traditional appliance-TV lineup of goods. Boats and outboard motors led the list of outside items, followed by sporting and heating equipment.

End



INTRODUCING SILO-FREEZE

the 1958 selling sensation

The Finest and Most Compact
Trouble-Free Refrigerator
Beats all competition . .
Quality-Wise and Price-Wise.
FULL PROFIT MARGIN.



Compact—Portable—Can even hang on wall.
Ample storage capacity—Overall size 20x22x21
All Steel Cabinet—White, Mahogany, or Blonde
Baked Enamel Finish.

Equipped with lock and key, adjustable shelf.

Efficiency Size; Cooling unit functions
on absorption principle without motor
or compressor, fully automatic—NOISELESS.
AC-DC, voltage-110

- ✓ Opens New Selling Fields to You!
- ✓ Hotels and Motels
- ✓ Doctors, Dentists, Veterinarians,
- ✓ Boatmen, Summer Homes, Cottages,
- ✓ Drugstores, Offices, Stores,
- ✓ Game Rooms, Home Bars, Trailers,
- ✓ and Many More.



Guarantee

The SILO-FREEZE is guaranteed to make money for you, at a full profit margin.
List \$129.50 Fair Traded \$99.50 White Finish
List \$139.50 Fair Traded \$109.50 Mahogany or
Blonde Finish. Slightly Higher in The West

WRITE TODAY FOR LITERATURE AND DETAILS.

Some Important Territories Still Available

Rexilo Products Inc.

Empire State Building,
New York City 1, N. Y.



Now!

Guaranteed extra profit* paid to you by

SYLVANIA

In Cash! Over normal profits!

The newest most revolutionary dealer incentive program in TV!

U.S.A.

UNLIMITED SALES AWARDS

☆☆

Find out all about it at your SYLVANIA distributor's show

Watch for announcement of dates in your market

***You are paid for performance
on Sylvania TV sales**

• Extra profits begin with your first order

☆☆

Now's the time to be a SYLVANIA dealer

Oster puts you on the profit track

Promotion featuring the new...

travel hair dryer

New — needed — wanted . . . the exciting Airjet Travel Hair Dryer . . . your ticket to first-class profits on the Oster Back-to-School Promotion Special. First and only, new Oster Airjet Travel Hair Dryer creates a big volume-profit opportunity for you. A sure-fire seller to the back-to-college crowd . . . to all women who travel.



display the first and only travel hair dryer...

Only Oster has a travel hair dryer... destined for sales-profit success and ready for a ready-made market.

MODEL 208C—complete with drying hood and travel kit—
\$24.95 retail.

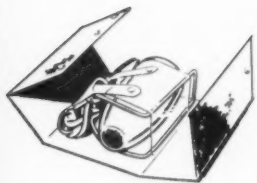


Dryer stand folds smoothly, easily down to compact traveling or storing size. No detaching or attaching.

John Oster

with a Back-to-School
the first...the only

demonstrate these full-of-feminine-appeal features



Dryer fits snugly in its smart red travel kit...designed and color-styled for feminine appeal.



Tucks tidily into overnite or cosmetic case...ready to keep her hair lovely, wherever she goes.



Big plus feature—you can offer customers a choice of direct or confined hair drying. Each Oster Airjet Travel Hair Dryer includes a scientifically-designed Vinyl hood.

CUSTOM CRAFTED BY



MANUFACTURING CO., MILWAUKEE 17, WISCONSIN

ELECTRICAL MERCHANDISING—JULY, 1958

Oster HAS WHAT YOU NEED
TO MAKE YOUR STORE BACK-
TO-SCHOOL BUYING
HEADQUARTERS



Regular Airjet Travel Hair
Dryer, Model 202C—\$19.95
retail. MODEL 202CH,
with hood—\$21.95 retail.



MODEL 104C — 5-piece
set in display carton—
\$10.95 retail



MODEL 144 — 8-piece
set in display carton—
\$12.95 retail.



MODEL 117C — deluxe
5-piece kit in travel case
—\$14.95 retail.



MODEL 145 — 12-piece
set in display carton—
\$17.95.

Terrific and Timely Product Line-up...Display regular Airjet with new Airjet Travel Hair Dryer for multiple sales. And feature famous Raycine Haircutting Sets, fast sellers to the back-to-school trade. *Only* Raycine Haircutting Sets have the GOOD HOUSEKEEPING SEAL OF APPROVAL! Illustrated step-by-step haircutting instruction booklet included with each set.



Women Important to You—and poised for the take-off on the big back-to-school buying spree—will see new Oster Airjet Travel Hair Dryer in August issues of VOGUE, LADIES' HOME JOURNAL, GOOD HOUSEKEEPING...Raycine Haircutting Sets in August GOOD HOUSEKEEPING.

Shopper-Stopper Display Materials for You—A complete and colorful array of trim for your store...Eye-Beam display—product counter displays for both hair dryers—streamers on hair-cutting sets and hair dryers—full-color consumer literature on all products—newspaper ad mats and radio scripts...all yours when you tie-in with the Oster profit-making Back-to-School Promotion.

So get started on your back-to-school profit trip. Mail the convenient coupon today.

JOHN OSTER MANUFACTURING CO.

Dept. J8, 5047 North Lydell Avenue
Milwaukee 17, Wisconsin.

Please send complete details on Oster Back-to-School Profit-Making Promotion.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

"Everywhere I go,
it's GBE*!"



*GBE is coming! For the full story,
see the August issue of Electrical
Merchandising.

ONE MAN Safely Delivers
800 LB. LOAD



Slides Upstairs
Downstairs



In and Out
of Trucks



YOU INCREASE NET PROFITS
by cutting delivery costs
with Easload Appliance
Trucks. One man easily
and safely does the work
of two with Easload, the
only truck that takes the
weight off the man and
balances it on retractable
wheels.

The welded steel frame
has protective rubber pads
on the load side and tubular slide runners
on the back. Heavy web belt and positive
ratchet-type cincher secure appliance on
truck. Load balances on large ball-bearing
wheels, cushioned on 10 x 2.75 tires. Two
small rubber wheels in toe plate aid loading.

ON MONEY-BACK GUARANTEE of satisfaction
order Easload today (FOB L.A.) only \$57.50.

Colson Equipment & Supply Co.
1317 Willow Street, Los Angeles 13, Calif.

news AT A GLANCE

Arvin Industries, Inc., is offering two merchandising plans to dealers who purchase portable electric heaters for shipment before September 1. One involves the purchase of six heaters from distributor stock; the other, 12 or more ordered for drop shipment before the deadline. Each plan provides for price discounts on additional heaters and free merchandising aids for the dealer . . . A similar plan has been worked out for large, medium, and small dealers, who will get extra discounts and merchandising aids for orders of 12, 18, and 36 radios.

Emerson Electric Manufacturing Co. achieved the highest sales for any quarter in its history. Sales were \$20.2 million, compared with \$18.3 million last year. Earnings were \$841,500 compared with \$795,380.

Fedders-Quigan Corp. announces that air conditioner shipments have reached an eight-month record high. Fedders also claims a larger percentage of industry sales for the same period than ever before. Fedders attributes its success to its early merchandising and acceptance of heat pump room air conditioners as well as dealer response to the new portable line.

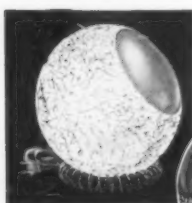
A "Peace of Mind" bond plan, effective immediately, has been announced by Refrigeration Discount Corp., **Kelvinator's** sales financing subsidiary. The plan is intended to encourage people to buy appliances they need right now without undue concern about monthly payments. The bonds permit time payment users to reduce payments by one-half of the required monthly payment, extend their payments by one or more months, and to borrow a portion of payments already made.

Motorola's first-quarter sales slumped from \$52.3 million to \$40.1 million and earnings were \$677,782 compared with \$2,137,587. The company expects a healthy step-up in portable radio and television volume within the next few months.

A free hook-up of the **Norge** Dispensomat washer and matching dryer features a new promotion recently outlined to dealers. The "Sales Spectacular" includes a live five-minute demonstration, a feature flip chart for use by dealers, and a free cellulose sponge gift for consumers. The company is paying up to \$50 toward the cost of hooking up the Dispensomat and matching dryer.

(Continued on page 96)

STEBER



Steber Orblites give
you something new
in lighting to talk
about and sell!



STEBER
ORBLITES

SHOW THEM AND THEY SELL



Swivel Curvettes in black or
polished aluminum.

Beautifully designed to blend into any decor, the New Steber Orblite provides a new kind of flexibility for smart accent lighting. Orblites highlight furniture, hi-fi equipment, colorful drapes, walls and give unusual indirect lighting effects. Their use is as wide as the imagination.

Orblites completely shield PAR-38, R-30 and R-40 sealed beam lamps to eliminate annoying side and back halolight. They are available in three sizes, 6, 7 and 8 inch diameters, and in three attractive finishes—white with gold veiling, black with gold veiling or solid neutral graytone. Here's a new item that sells on sight!

Write for Steber Bulletin No. 1091-58
describing the new Orblites, Curvettes and other
modern Steber lighting units.

STEBER

STEBER MANUFACTURING CO. • Dept. 64, Broadview, Illinois

STEBER MFG. CO. OF CALIFORNIA, Inc.
242 So. Anderson St., Los Angeles 33, Calif.

STEBER-WOODHOUSE, Ltd.
33 Ingram Dr., Toronto, Ont., Canada



TOP EXECUTIVES of the company did the order taking during Maytag's recent "Operation 72" sales marathon. In the picture above, Fred Maytag, first table left, and other executives do their stint as part of the 72 hour marathon which netted sales to dealers of more than \$17,000,000 worth of home laundry equipment.

Reprinted from World Telegram and Sun

Depression or Buyers' Strike?

By LYLE C. WILSON,
United Press Staff Writer.

WASHINGTON, April 16.

The old timers who were around for the big depression which began about 30 years ago will note some differences between then and now.



Lyle C. Wilson

The principal difference is that now it is more a matter of political debate than a matter of fact whether there is or is not a depression in the works or of the way.

Not so in the early autumn of 1929. The big depression began then with a bang—a bang which blew the cellar of the New York Stock Exchange down somewhere into the rocky sub-structure of Manhattan Island. That's how hard and fast stocks fell on the black Thursday and black Friday that marked the end of the Coolidge boom.

That was only a beginning, however, and when the real market collapse came some months later the panic was on. Rich men caught in the

market were rich no more, and many of them left their plush offices by high windows instead of the elevator to plop dead on the sidewalk below.

Shoestring speculators were wiped out by the multi-thousands. Country banks began to fold. City banks folded, too. In the fourth year of depression, the governor of Michigan decreed an eight-day bank holiday to prevent wholesale closings. Franklin D. Roosevelt took office as President within a month and immediately closed all of the banks to protect them against withdrawals by frightened depositors.

Congress in special session got busy and passed in a

single day—March 9, 1933—a complex banking bill designed to effect some reforms and to enable the reopening of sound banks. There were nearly 13 million unemployed in the U.S. in 1933, and FDR soon was off on what looked like a massive government spending campaign to create jobs.

FDR either spent too little money or the policy of massive government spending is no employment cure. The record will support one conclusion or the other.

By 1936, FDR had unemployment down to a little more than 9 million, which was 16.9 percent of the avail-

able labor force. By 1938 it was up to more than 10 million—19 percent of the labor force.

FDR spent on, but unemployment refused to wane and go away. There remained 5.5 million unemployed in 1941, 10 percent of the labor force. Then along came World War II and unemployment began to taper off. The jobless in 1946, after long years of war production, numbered 2.2 million or about 4 percent of the labor force.

The least unemployment on record since the big depression was 1.6 million in 1953. That was 2.5 percent of the labor force. In the boom-boom years of 1955-56-57 unemployment was, respectively, 2.6 million, 2.5 million and 2.7 million, ranging from 4 to 3.8 and back to 4 percent of the available labor force.

These figures somewhat illuminate the present situation in which unemployment is counted at 5.1 million, which is 7 percent of the 1958 labor force. FDR never was able to bring unemployment to so low a figure. That is small comfort to the man or woman without a job today.

It may bear, however, on a current question: Is there a depression or is this a buyers' strike against high prices?

ONLY YOU CAN DETERMINE WHICH

Yes it's true—only the retail merchant is really in a position to find out his customers' frame of mind. Many experts regard the present period as due to the consumers' desire to be wooed and won and many retailers have already had truly surprising results when they went out and "asked for the order."

"Do people have the money to spend?"

You bet they do! The facts show another big upswing in the works. U.S. population will *soar* between now

and 1975. That means more jobs, more income, more production, more savings, more research... *more needs of all sorts than ever before in our history!*

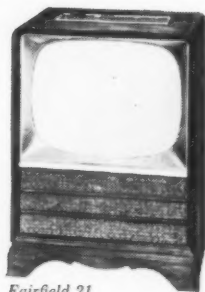
How about it? Depression or buyers strike? It's up to you!



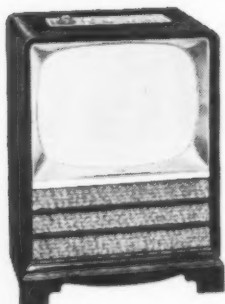
FREE! Get going today! Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA

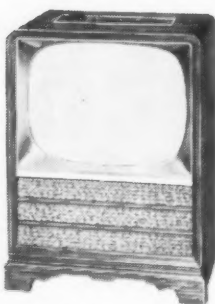
THE ONLY FINE FURNITURE LINE with ALL CERTIFIED WOOD CABINETS



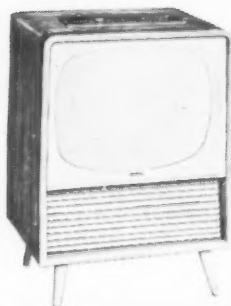
Fairfield 21



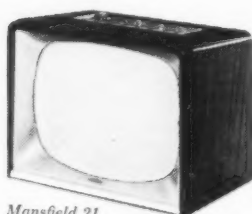
Richfield 21



Northfield 21



Wakefield 21



Mansfield 21



Sheffield 17

from PRACTICAL PORTABLE
to INCOMPARABLE CONSOLE
ALL GENUINE WOOD!

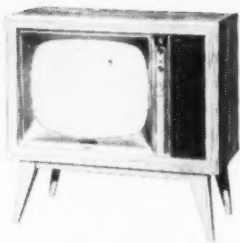


Flanders 24

'59 is Du Mont's year. And you can make it yours!

Because, now, more than ever...

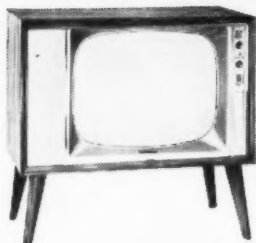
You do better when you do business with



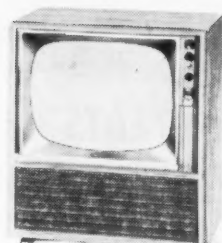
Biscayne 21



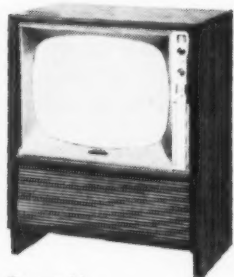
Canterbury 21



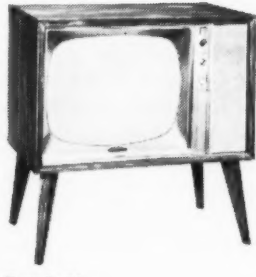
Newport 24



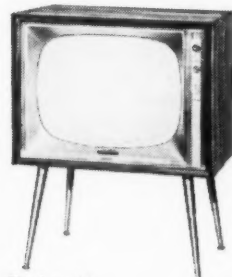
Palm Beach 21



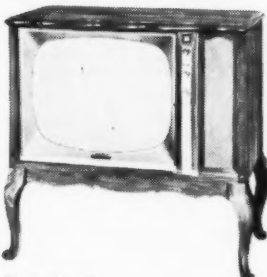
Putnam 21



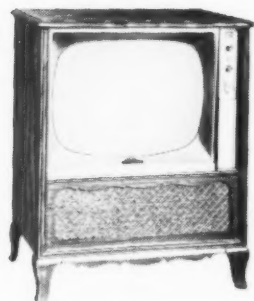
Beverly 21



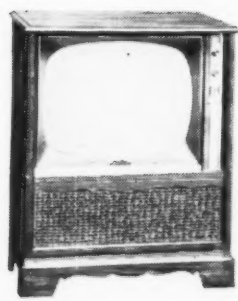
Chatham 21



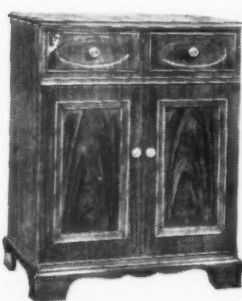
Versailles 21



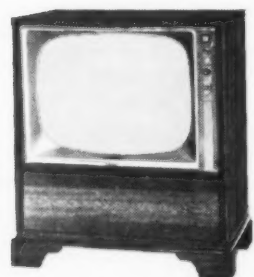
Riviera 21



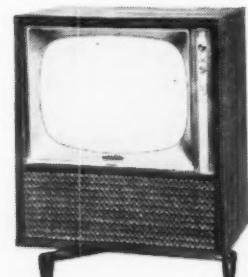
Revere 21



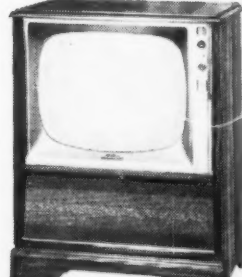
Sherwood 24



Ridgewood 24



Palm Beach 21



Essex 21

Only Du Mont gives you all genuine wood and fine furniture styling in *every* television and high fidelity set—right down the line in '59—from 17" portable to incomparable combination.

No metal! No plastic! No printed cardboard! All *genuine* hardwoods...all *fine* furniture styling...all *hand-wired* circuits—and all priced to make a *profit*!

You'll find the newest circuitry, the smartest cabinetry, and the greatest value in distinguished Du Mont for '59. Tangible value you can see...you can feel...you can *sell*!

plus PERMA-TUNE

Imagine! *Permanent* fine tuning—as easy to set as your wrist watch! No service man! No tools! Each owner adjusts his *own* set in his *own* home to the *best* picture and the *best* sound on *every* channel—permanently locking each adjustment with the amazing new Du Mont Perma-Tune* Control. Should the set be moved, or if reception conditions change, the channel is Perma-Tuned* again *in seconds* by a simple turn of the Perma-Tune* Control! Gone forever is knob-fiddling fine-tuning! And Du Mont is proud to announce that Perma-Tune* Control is a standard part of every Du Mont television set in the Collector Series for 1959.

*Patent Pending

DU MONT®

First with the Finest in Television and High Fidelity Allen B. Du Mont Laboratories, Inc. East Paterson, N. J.

Saves up to 1/2 hour moving each appliance

the YEATS appliance dolly



ideal for moving:

- ranges
- refrigerators
- water tanks
- washers, etc.

Yeats tough, yet featherweight, aluminum alloy frame is felt padded in front — has smooth runners in back that allow handlers to ease the heaviest loads over truck tailgates. Patented strap ratchet grips appliance vise tight without marring in 30 seconds or less. This on-in-a-flash loading plus on-a-dime wheel pivoting on stair landings and in other close quarters . . . save costly labor time on every appliance delivery. You'll find a YEATS dolly more than pays for itself! See your dealer or write direct!

YEATS Model No. 7
Height 59"
Weight 36 lbs.

CATERPILLAR STEP GLIDE

Endless rubber belts glide heavy loads over stairs without marring . . . end second story delivery problems. Curved cross members on frame fit rounded appliances.

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellant fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range
Cover



Refrigerator Cover

SEND postcard for full information
on our complete line TODAY!

YEATS

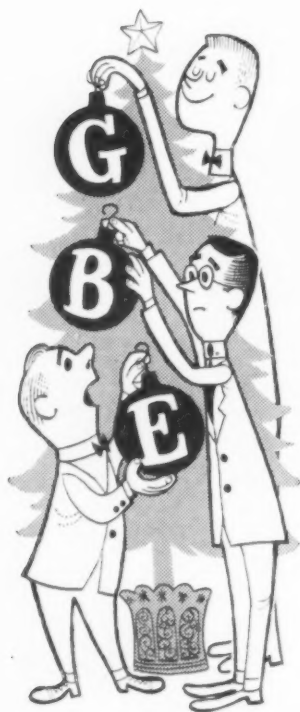
appliance dolly

sales company

2127 N. 12th St.

MILWAUKEE 5, WISCONSIN

"What's all this
GBE* business?"

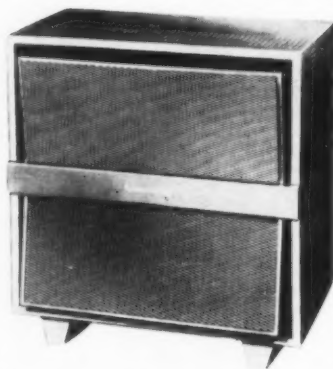


*GBE is coming! For the full story,
see the August issue of Electrical
Merchandising.

ARMSTRONG

AGA APPROVED

HEATERS



The Brand NEW Armstrong

Series 200 Vented Circulators—with or without radiant feature—designed with that "sheer look" to fit in with any furnishings.

For use with Natural-Mixed, Manufactured and LP Gases. 30,000, 40,000, 50,000 and 70,000 B.T.U.

Finished in Armstrong's own "Mocha-tone" tan with front grille in contrasting gold silicone enamel. Front removable for easy cleaning.

Blower converts to a forced air unit in a few minutes.

Write for full specifications,
also data on all 60 Arm-
strong models and sizes.

ARMSTRONG PRODUCTS CORP.
Dept. EM, Huntington 12, W. Va.



news AT A GLANCE

Olympic Radio & Television has not been standing still. The company reports increased sales penetration of 35 percent in the television market and 30 percent in the radio market as their TV sales moved up 5 percent in the first four months of '58.

Packard-Bell sales for the six months ended March 31 increased 3.4 percent to \$16.9 million. Net income for the first half of fiscal 1958 rose to \$412,935 compared to \$403,981 during the corresponding period last year.

Increased demand for **Quicfrez, Inc.**, products has necessitated the hiring of a 50-man night shift. The company has production orders booked through this month and has been operating on a 50-hour weekly schedule for several weeks.

"Mystery shoppers" are visiting department, hardware, and appliance stores throughout the country to test sales techniques in selling **Shetland** rug cleaning floor polishers. Sales persons who correctly stress those selling points the company desires to be covered will receive a prize through the mail for each successful "sale" to a "mystery shopper."

Sunbeam Corp. has allotted its entire initial production of a new line of electric clocks, featuring models with "wrap-around" face-crystals for wide-angle visibility, exclusively to the western states. Market studies indicate that the western states, headed by California, embrace worthwhile new products at a rate approximately 50 percent faster than any other section of the country.

Majority control of the stock of **Symphonic Electronic Corp.** has been acquired by F. L. Jacobs Co., Detroit. No change in the present management is contemplated.

Net earnings of \$468,298 for the fiscal year ended March 31 constituted a 96 percent increase over the previous year for **Waste King Corp.**

Westinghouse high fidelity projected itself into the world of music June 9 when, with Jordan Marsh & Co., it launched a week-long "Salute to Boston . . . City of Music." Highlight of the promotion was a Debut Concert of outstanding students selected from the leading schools of music in Boston, complete with radio and television coverage.

The fact that family photograph albums are still popular was proven in two cities recently by **Whirlpool Corp.** in test promotions involving RCA Whirlpool home cleaners. Offering an album and photo enlargement package valued at \$39.95 with every cleaner sold, the company reports that Minneapolis dealers sold 700 units in a week and Oklahoma City retailers moved 250 in three days. . . . Whirlpool says that all but seven of the 17 room air conditioner models with which the company went into 1958 were virtually sold out of factory inventories by May 26.

The National Institute of Wood Kitchen Cabinets has announced a curriculum of 27 subjects for the two-week basic course and a schedule of 15 subjects for the one-week advanced class of its second annual Training School for Kitchen Specialists. An unusually-high rate of early enrollments has been reported. Both courses will be given at Michigan State University, East Lansing, beginning August 17. Application forms can be obtained from the institute at 75 E. Wacker Drive, Chicago 1, Ill.

people IN THE NEWS



R. E. BROOKER

Whirlpool Corp.—Robert E. Brooker, vice president of Sears, Roebuck & Co., has been elected president of Whirlpool. He succeeds Elisha Gray II, who has become chairman of the board.

Brooker joined Sears in the Pacific Coast buying organization in 1944. Prior to that he had worked for Southern California Edison Co. and the Firestone Tire & Rubber Co. Brooker was named vice president of Sear's factory division in 1951 and was elected to the board of directors the following year.

Gray began his present affiliation in 1939 with the Nineteen Hundred Corp., a predecessor to the present company. He became vice president in 1940, a director in 1943, executive vice president in 1947, and president in 1949.



ELISHA GRAY II

Philco Corp.—The company has announced reorganization of its consumer products division to include both electronic and appliance products. Larry F. Hardy heads the division as vice president and general manager. Harold W. Schaefer, formerly vice president and general manager of the appliance division has been named vice president-product development and planning for appliances. The marketing department under Henry E. Bowes, vice president, as previously announced, will be responsible for the sale, merchandising and advertising of all Philco consumer goods.

Reporting to Bowes is John A. Rishel, Jr., formerly general manager of the refrigeration department, who was appointed manager of marketing. Gibson B. Kennedy, formerly sales manager of the television division has been named general sales manager for all consumer products, and James J. Shallow, general manager merchandising for the marketing department.



L. F. HARDY



H. W. SCHAEFER



J. A. RISHEL, JR.

National Appliance Service Association, Inc.—Milton Z. Wallach, Electra-Craft, Inc., New York has been named president of the National Appliance Service Association. Election of Wallach took place at the closing session of the organization's ninth annual convention in New Orleans.



G. B. KENNEDY

National Electrical Manufacturer's Association—J. B. Ogden, general manager of the air conditioning division of the Whirlpool Corporation has been elected chairman of the association's new room air conditioner section. Paul Augenstein, general manager, room air conditioning department, major appliance division, General Electric Co., was elected vice chairman.



W. C. WICHMAN

Hotpoint Co.—William C. Wichman has been named as general manager of the Hotpoint Co., division of the General Electric Co. Wichman, a General Electric vice president, succeeds John C. Sharp who has announced plans for retirement. F. W. McDonald has been appointed manager of the company's Chicago district. E. W. Putz takes over McDonald's former position of sales manager for the Milwaukee-Appleton, Wisc., area.



V. F. PETERSON

Hamilton Mfg. Co.—V. F. Peterson has been appointed sales manager of the company's appliance division. Peterson was formerly appliance sales manager with Montgomery Ward & Co., and prior to that laundry equipment sales manager at Norge.



C. KARNSTEDT

Easy Laundry Appliances—James S. Milburn has been named assistant director of advertising for Easy Laundry Appliances, division of the Murray Corporation of America. Milburn succeeds John Annau in the post.



W. R. TAPPAN

Setchell-Carlson, Inc.—Cal Karnstedt has been named national sales manager. Karnstedt was a well known radio and television news commentator in the St. Paul, Minnesota area.



A. P. TAPPAN

Zenith Radio Corp. of N. Y.—Harry Schecter has been named general manager. Prior to joining Zenith, Schecter was general manager of the Motorola division of Warren-Connelly, Inc., of New York.



A. W. RORK

The Tappan Co.—W. R. Tappan, executive vice president and general manager of the company has been elected president to succeed Alan P. Tappan, who has been elected chairman of the board of directors. W. R. Tappan will also continue his duties as general manager.

The Ingraham Co.—Allen W. Rork has been named general sales manager. Rork was formerly midwestern regional manager for the clock and timer department of the General Electric Co.

Packard-Bell Electronics—Ernest Mortensen has been named branch manager of the new regional sales headquarters in Dallas, Tex. Mortensen was most recently manager of Packard-Bell's Albuquerque, N. M., office.

Admiral Corporation—John C. McDevitt has been appointed regional manager covering distributors in Charlotte and Raleigh, N. C.; Columbia, S. C.; Knoxville, Tenn.; and Norfolk, Va.

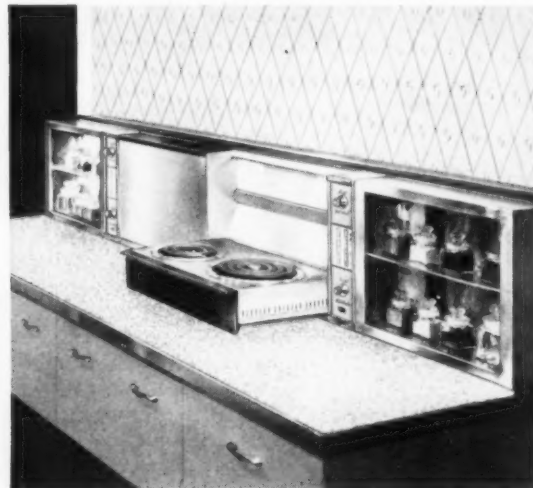
In new or remodeled kitchens—metal or wood—



Compact Drop-Leaf Door Wall Ovens—Big capacity, fit in 24" cabinets. Single and double-oven models.

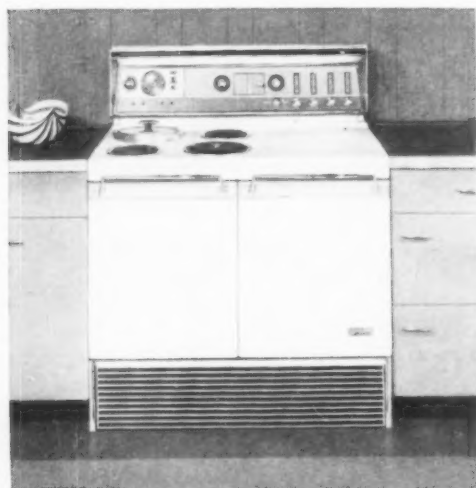


Matching Built-In Cooking Tops—with controls on top—no front carpentry.



Space-Saving Fold-Back Surface Units—fit anywhere to improve new and old kitchens. Easy-view controls.

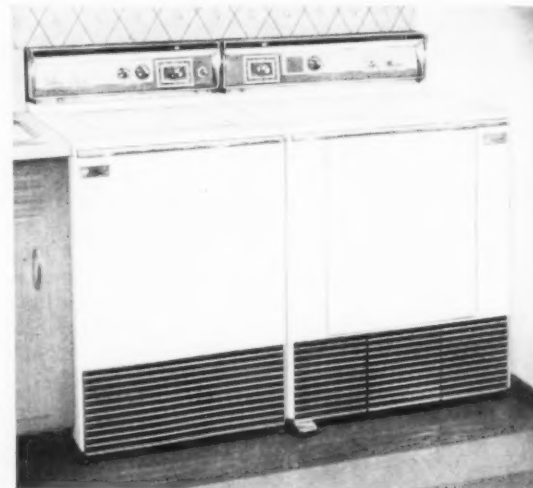
Frigidaire Appliances with Sheer Look—Plus...



Electric Ranges with built-in, blend-in look to suit any kitchen plan. Optional Spatter-Free Broiling.

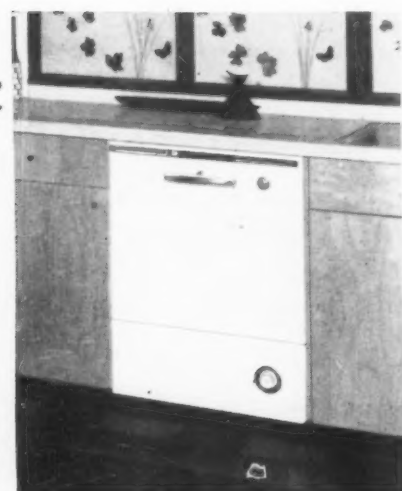


Refrigerators with the new Sheer Look PLUS... new framing kit for "built-in" look.



Style-Matched Ultra-Clean Automatic Washers with patented 3-Ring Agitator. Matching Fabric-Master Automatic Dryers.

build-in, blend-in fast for full profit!



Easy-to-install Dishwashers in under-counter, free-standing and sink models.



Food Waste Disposers add value far above cost—install easily.

Let your next kitchen prove... you can simplify your job of selling and installing *just what the customer wants*—at full profit—with the complete line of Frigidaire Appliances!

Here's how! True modular construction gives you greater flexibility in planning. Famed Frigidaire quality, years-ahead convenience features, matched colors and Sheer Look—*PLUS* give you powerful prospect-pulling advantages. Estimating is a snap because Frigidaire Built-ins install easily, fit perfectly in standard wood or steel cabinets. And there's a full line of free-standing appliances to match. Write today for fact-filled literature, or call your Frigidaire District Office.

FRIGIDAIRE

Frigidaire Division, General Motors Corporation, Dayton 1, Ohio



Frigidaire—Built and Backed by General Motors

new products

ANNA A. NOONE Editor



Close-up of Dispensomat Controls

Norge Laundry Appliances

Norge announces a new automatic washer (AWD-502) that dispenses washing agents automatically at proper time and a clothes dryer with fabric formula control (EG and DG-500).

Dispensomat, set in washer's backguard, has 4 removable compartments for dispensing liquid fabric softener, bluing or bleach, liquid detergents, powdered water conditioner, and powder detergents. Jets of water flow into 4 compartments. Water fills back portion of liquid round containers, tilting them, sending liquid through water inlet; it also mixes powders in other compartments and solutions flow into main water inlet; cover lid covers Dispensomat when not in use.

New fabric washing guide permits selection of water temperature, wash and spin speeds, correct settings for loads consisting of 5 types of fabrics (1. cottons-linens, white and fast-colored; 2. cottons—linens, dark or nonfast colored; 3. cottons—synthetics, delicately constructed; 4. cottons—synthetics, very lightly soiled; and 5. Wash 'n Wear, lingerie). A 6th setting is available for regular cycle.

Washing guide recommendations shown in colored dots on panel.

Other washer features include new type dual purpose agitator with rounded "beaded vanes" and jet-spray holes designed for most efficient washing on slow speed without rough wear; vane design



Norge Dispensomat washer AWD-502 and dryer EG or DG-500

causes no pulling, shredding, matting or seam pulling; increased water action through bottom vanes. A clock timer makes it possible to pre-select time for washer to start up to 10-hrs. from time set.

Matching gas or electric automatic clothes dryers ED and DG-500, features "fabric formula control"—dial is turned to fabric to be dried, controls set by "following the dots"; fabric dial selector knob has 7 settings including those for cottons and linens, and nylons and lingerie; stop 'n dry control on backguard stops cylinder for either of 2 stationary drying methods; indicator light on backguard.

Retained features are 4-way drying; Hamper-Dor and Wrinkle Out feature. Norge Div., Borg Warner, Merchandise Mart Plaza, Chicago, 54, Ill.



Presto submersible coffeemaker

Presto Coffeemaker

Presto's stainless steel, modern design coffeemaker can be washed completely under water—even in a dishwasher; heating element and thermostat sealed in base.

Other features include an open spout; extra wide "heart-of-gold" coffee basket; brews 2 to 9 cups automatically; no controls to set.

Price, "About \$25. complete with cord and coffee measure. National Presto Industries Inc., Eau Claire, Wis.



Frigidaire Frost-Proof combination

Frigidaire Refrigerator-Freezer

Frigidaire's 2-door, 14.2 cu. ft. Frost-Proof refrigerator-freezer combination eliminates defrosting completely—even the separate 133-lb. freezer section at bottom.

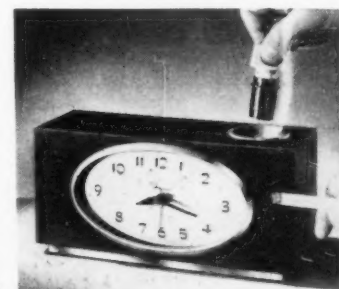
New system in freezer compartment operates somewhat like Frigidaire Flowing Cold principle for refrigerator section: Sub-zero cooling coils are located outside and completely separate from freezer

compartment. Air forced over coils is dried and cooled to below zero, then drawn into freezer through rear ports; dry frigid air flows over and around food packages before it is drawn out at front and returned to cooling coils, leaving freezer frost-free at all times.

Other freezer features include ice ejector on freezer door that produces cubes at finger touch and automatically stores in big server; toe-pedal door opener; roll-out baskets; full-width shelf; special juice can rack on door.

Flowing Cold refrigerator compartment has all-aluminum, roll-out shelves; counter-high food bar for eggs, fresh meats, cold cuts, fresh produce in separate compartments; 3 interior lights; picture window hydrator with Climate control, tilts to waist-level height; Pantry door has full-width shelves for large and small items, tall bottles; heat controlled butter conditioner; cheese and utility compartments.

Acid-resistant porcelain interior; sheer-look styling; turquoise, yellow, charcoal, pink or white exterior with chrome and gold trim. Frigidaire Div., General Motors Corp., Dayton, O.



Ingraham Imperial clock

Ingraham Clock

Ingraham Imperial, electric alarm clock includes an electric cigarette lighter of the automobile pop-up type; case is light-colored, solid mahogany with brass trim; suitable for living room, den, bedroom, office—wherever alarm will serve as a reminder; 4 in. high, 9 in. wide.

Price, \$24.95. The Ingraham Co., Bristol, Conn.

new products



RCA-Whirlpool washer EA-21 and 26; dryer ED-21 and 26.



RCA-Whirlpool Imperial oven

RCA-Whirlpool Washers, Dryers Electric Built-ins and Gas Ranges

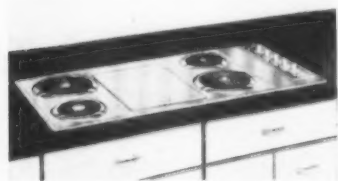
Automatic 5-temperature wash-rinse control and 2 separate washing cycles are featured in the new EA-11 and EA-21 RCA Whirlpool washers; EA-21 is a regular 29-in. washer with 10-lb. capacity and EA-11, a 24-in. family-size washer. The 2 wash cycles provide gentle washing and rinsing for delicate and normal fabrics; built-in lint filter; built-in Suds-Miser are other features on EA-26.

A companion piece to the washers is ED-21 29-in. electric dryer or ED-26E gas dryer with automatic ignition. Dryer features include 2 drying cycles—one for normal drying, the other for wash'n wear fabrics; infinite heat selection with 5 market settings including "air only"; a special cooling-fluffing period on dryer helps fabrics dry smoothly, many wrinkle-free. Centralized control center in black and gold with white molded frame and indirect illumination.

Other automatics introduced are two low-priced economy models: EA-5, 24-in. family size washer and EA-16, 29-in., 10 lb. washer. Matching 29-in. dryers in low-priced range in electric or gas feature infinite heat selection with 3 marked settings.

Built-In Ranges

Imperial combination built-in stainless steel range-griddle provides 4 surface burners with large griddle in center; all units have infinite heat controls; high-speed flash unit delivers desired heat in less than 13 secs; thermostatically



RCA-Whirlpool Imperial range griddle

controlled right front burner permits setting as desired, and automatically maintaining exact heat—it's possible to select 1500-watts for a 6-in. pan or 2700-watts for 8-in. pan. Range units tilt up for easy cleaning; griddle is also removable for cleaning.

A separate drop-in griddle E-798 was also introduced.

The Imperial built-in oven is 24-in. wide; features an automatic rotisserie built-in meat probe; oven window; interior light; "2-set" clocktimer; smokeless broiling; balanced-heat baking. Roto-Baste, optional, dips into drip pan for juices and spreads them on rotisserie spit; Ka-Bob permits cooking 5 skewers at once; oven comes in brushed chrome coppertone, pink or yellow. Another built-in oven, Supreme, with fewer features is also available, in same colors.

A new line of gas ranges includes five 36-in. models, four 40-in., and seven 30-in. models.

Top of line Imperial G-343, 36-in. range has a "2-set" clock which times the automatic oven as well as an appliance outlet; built-in Bar-B-Kewer which can be converted into waist-high smokeless broiler—rotisserie is standard; one burner of Imperial cooking surface is thermostatically controlled "burner with the brain"; other burners are Center Simmer burners with hi, med and simmer settings as well as infinite settings in between; individual pilots for each burner. Optional equipment includes Ka-Bob; Roto-Baste; meat probe that provides rare, medium or well done automatically and also turns off oven. A thermostatically controlled electric griddle is also available for plugging into appliance outlet; available in white, yellow or pink.

Imperial 40-in. line includes all features of 36-in. model; in addition the G-334 has as standard equipment the Ka-Bob, Roto-Baste,

Meat Probe and mantel back appliance outlet. Except for one model, 40-in. models are available in color. In 30-in. line, 3 special models are in choice of colors.

Built-in Gas Ranges

Built-in gas ovens may be installed in kitchen cabinets or directly in kitchen walls; Imperial built-in oven, features "2-set" automatic clock-timer that turns oven on and off; 17-in. Balanced-heat oven with front window and interior light; built-in meat probe; smokeless broiler adjustable to 5 positions; 4-burner surface unit with brushed chrome finish has 1 automatic, thermostat-Simmer burner; a 2-burner Deluxe unit with giant front burner and standard burner in rear is also available; 4-burner unit, also available in Deluxe line has burners located at front. All surface units come equipped with Dispos-A-Bowls of aluminum foil.

A 3-way griddle is also available for built-in installation may be used as a king-size burner, a giant griddle or extra work surface; has hinged top-cover; brushed chrome finish.

Prices, Washers from \$219.95 to \$299.95; dryers from \$159.95 to \$249.95. Whirlpool Corp., St. Joseph, Mich.



Frigidaire Deluxe freezer No. UFD-200-58

Frigidaire Freezers

A Deluxe, Golden Anniversary, 20-cu. ft. upright food freezer, UFD-200-58, with frozen food storage capacity of 700 lbs. has been added to Frigidaire's current 1958 food freezer line.

Features include "zero zone" storage on 5 full-width shelves, 4 of which are refrigerated for fast, sharp freezing and one adjustable to 3 positions; 2 roll-out, removable baskets at bottom for storing odd-sized, hard-to-stack meat packages etc; door has 5 full-width shelves which are tilted forward for easy selection; holds commercial packages, frozen soups, jars and similar items; all shelves lift off; full-width rack on door holds 18 frozen juice cans.

Other features include automatic interior light; built-in door lock, adjustable Cold-Control with (de-

frost) "off" position, "safety-seal" door; 1-piece cabinet; 4 adjustable leveling glides; rotary Meter-Miser compressor; white exterior. Frigidaire Div., General Motors Corp., Dayton, O.



Hotpoint refrigerator-freezer No. 8ETS12

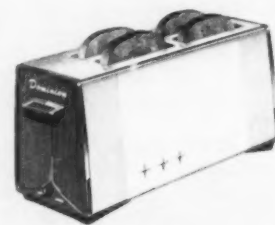
Hotpoint Refrigerator-Freezer

Hotpoint has added a 12.1 cu. ft., 2-door combination refrigerator-freezer to its 10-model 1958 line.

Features include freezer across-the-top with 101 lb. capacity; completely insulated with its own freezing system, keeps food safely frozen for as long as a year; refrigerator section has automatic defrosting; gliding shelves of rod-type aluminum, adjustable up or down; butter bin keeps 1-lb. butter fresh, equipped with dish for serving; removable egg insert fits on any door shelf; glass covered porcelain crispers hold $\frac{3}{4}$ bu.

Other features include magic touch ice cube trays; light touch safety door; natural draft condenser; interior light; Thriftmaster unit; color styled interior has porcelain enamel finish.

Price, \$299.95. Hotpoint Co., 5600 W. Taylor St., Chicago, 44, Ill.



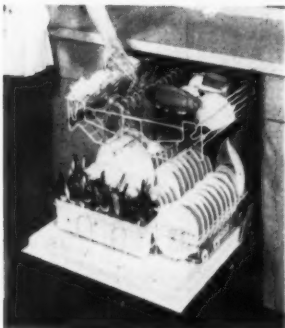
Dominion toaster 1140

Dominion Toaster

Dominion's new automatic toaster toasts 4-slices at a time; precision thermostat assures uniform toasting with white, rye, whole wheat or frozen bread; special oven-type interior keeps toast warm; color selector; fingertip release; large crumb tray in base; extra high pop-up; chrome finish.

Price, \$24.95; Dominion Electric Corp., Mansfield, O.

new products



Frigidaire undercounter dishwasher

Frigidaire's Dishwasher Line

Five basic models make up Frigidaire's new line of automatic dishwashers—4 front-loading models including Deluxe (DW-DUX; Custom Imperial DW-IUZ) free-standing model DW-IFZ; and a 48-in. dishwasher-sink combination DW-ISZ. In addition a fully automatic top-loading budget priced mobile dishwasher is being marketed.

New models hold up to 48 percent more dishes, silverware and other pieces; capacity has been increased so that a single load includes 147 pieces. Most of new models come in 5 colors—copper, satin chrome, charcoal, pink, yellow, turquoise and white.

Two roll-out racks located above and below water-driven Turbo-Spray tube designed so plates, platters, bowls, glasses, cups and utensils receive full force of high-speed spray directly during wash and rinse, 1800 walls of hot water per min. cleans soiled surfaces.

Custom Imperial models automatically wash dishes twice—each time with fresh detergent, then triple-rinse and finally dry at temperatures that sanitize.

Undercounter and free-standing models are 24 in. wide. Color-matched right and left side panels available for end-of-counter installation; free-standing models available with porcelain enamel finish or hard maple chopping block tops, optional.

All models have drain systems permitting connection with high-wall systems as well as simple gravity type. Sink combination features porcelain enamel finish drainboard and sink; newly designed chrome-plated single-lever faucet; food waste disposer with special dishwasher connection is easily installed in the compartment under sink. Mobile dishwasher has load capacity for 9 NEMA place settings; 2 large vinyl-coated racks can be loaded without removing top or bottom racks; heavy-duty impeller in tub bottom creates positive wash and rinse action, then circulates hot air during dry cycle—complete cycle is 34-

min., including pre-rinse, wash, triple rinse and drying period; uses 6½ gal. water. Other features include removable silver basket, self-cleaning detergent cup; concealed vents; hose and electric connections disappear into rear wall recess when not in use. Entire unit rolls about easily on ball-bearing casters. Frigidaire Div., General Motors, Dayton 1, Ohio



In-Sink-Erator Disposer No. 27

In-Sink-Erator Disposer

Features continuous-feed and lock-cover operation—one cover controls both methods; for continuous-feed, cover is turned to start motor then turned back to remove and load; for lock-cover operation, disposer is loaded then cover is turned to lock it in place and start motor; for more power and greater shredding capacity, a ½-h.p. capacitor-start motor is provided to start shredding action instantly in either direction with full speed.

Also featured is patented automatic reversing action—motor and shredder automatically reverse direction when switch is activated or when needed because of heavy load; grinds food waste finer and faster. In-Sink-Erator Mfg. Co., 1225 14th St., Racine, Wis.



Dominion steam iron 1075

Dominion Steam Iron

Dominion's steam and dry iron No. 1075 features a redesigned soleplate with numerous scientifically-designed steam vents to provide a blanket of steam over wide area;

uses tap water; steams for 45-60 min. on single filling; weighs 3½ lbs.; floating cord stays out of user's way; right or left-handed; finger-tip heat control; form-fit handle; thumb rests; chrome finish.

Price, \$12.95; Dominion Electric Corp., Mansfield, O.

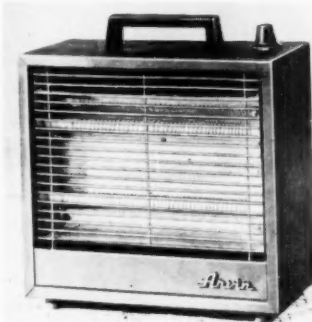


Toastmaster heater No. 9C1

Toastmaster Heater

Featuring split second heating action, directional heat adjustment and every safety feature, Toastmaster's new type radiant "Instant Heat" heater No. 9C1 has Speedi-Glo element; wide, curved reflector produces large volume radiated heat and tilts up or down to concentrate maximum heat wherever desired; closely-spaced, chrome-plated grill; tip-over safety switch.

Price, \$13.95. Toastmaster Div., McGraw-Edison Co., Elgin, Ill.



Arvin heater No. 5824

Arvin Heaters

Instant heat and four 220-volt models highlight Arvin's 1958 line. Of 16 heaters, 8 are entirely new.

Top of 220-volt line is No. 869 with bulb type thermostat to maintain any selected room temperature from 35 to 100 degs; temperature calibrations from 50 to 90 degs. are marked on control dial; pushbutton heat selector switches provide choice of 3000- or 4800-watts; at 4800-watts heater turns out 16,369 Btus an hr.; at 3000 watts, 10,230 Btus; 2-speed fan circulates warm air—when thermo-

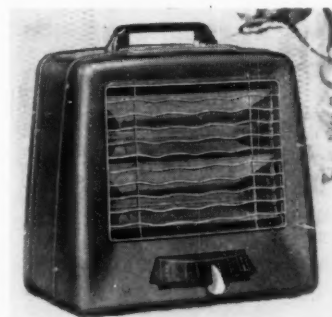
stat calls for heat, fan starts at high speed and drops to low speed when desired temperature is reached; induction type motor and fan blades independently rubber mounted; safety switch shuts off current if overturned; pilot light and heavy duty line cord has molded rubber "crow-foot" plug.

No. 859, same as 869 only slightly smaller, 4800-watts only.

No. 849, fan-forced heater operates on 2000- and 4000-watts producing 6,820 and 13,640 Btus an hr. respectively. Instantaneous heat response; toe-touch on-off switch and heat regulation; safety switch.

No. 5749, radiant and fan-forced heater, has delayed action thermostat which turns on fan after elements are hot; operates on 1300 and 2600 watts developing 8,870 Btu at 2600-watts; safety switch, special grille guard prevents damage should heater be set close to room furnishings; fan has 81 cfms.

Instant heat is featured in all 5



Arvin heater No. 5839

of the new 110-volt heaters. No. 5837 has elements insulated in "Vycor" glass tubing; provides radiant and fan-forced heat; a parabolic reflector focuses radiant heat energy; operates on 1320- and 1650-watts; pilot light, safety switch and toe-touch heat control.

No. 5829 has automatic thermostat control; radiant and fan-forced heat supplied from fast-heating ceramic rod elements; reflector; safety switch.

No. 5824 has ceramic rod elements; provides fan-forced heat in 5 to 10 secs, plus radiant. No. 5819, same as 5824, with fan-forced heat only. Both have safety switches.

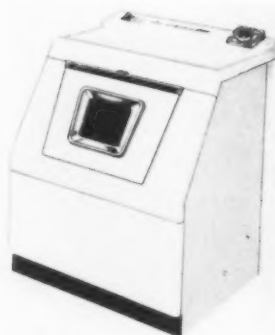
No. 5800, infra-red heater; nichrome wire element reaches full heat intensity in 5 to 10-secs; curved chrome reflector.

Continued in line are glass panel heater and the radiant heat screen that consists of a 3-panel dressing room screen with printed heating element that can be focused directly on individual. Surface temperature, limited to about 70 degs. above ambient room temperature, precludes burning or scorching. Prices, 220-volt models from \$44.95 to \$69.95. 110-volt models, from \$14.95 to \$39.95. Arvin Industries, Inc., Columbus, Ind.

new products



Westinghouse range BLS-40



Westinghouse dryer D-113

Westinghouse Adds Five Appliances

Five major appliances are added to Westinghouse line as specials during the "Opportunity Days" promotion—2 refrigerators, washer, dryer and range.

Refrigerators, HL-11A and HL-13, single-door models have 60-lb. freezers, and 15-lb. freezer storage trays. HL-11A has net capacity of 11.4 cu. ft.; HL-13, 12.7 cu. ft.

HL-11A has more than 15 cu. ft. shelf area, a full-width crisper; a 1-lb. butter keeper and a frost-free refrigerator section; egg shelves that hold 19 eggs.



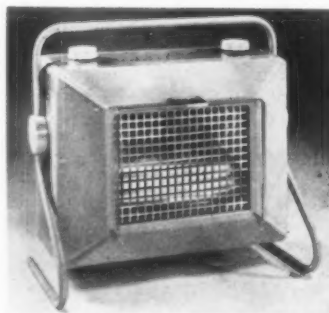
Westinghouse refrigerator HL-13

HL-13 has 2-lb. cheese server; 1-lb. butter keeper; 4 full-width shelves; tall bottle storage in door; twin porcelain crispers.

Model BLS-40, 40-in. range, has rotary controls with any number of settings, automatic timer, automatic appliance outlet, plug out surface units; single dial oven control; miracle-seal oven; hi-speed infrared broiling; easy to-clean gray porcelain interior.

Matching economy laundry models Laundromat L-113 and dryer D-113; Laundromat has 2-setting control for hot and warm washes, from 1-to-20-min. wash time; any part of cycle can be repeated; soap and water saver; 9 lb. capacity; automatic control prevents wash

start until proper amount of water is in machine. Dryer features 3 settings—regular, low or no heat; direct airflow system blows air directly into clothes providing faster drying time and less operating expense. Westinghouse Electric Corp., Mansfield, O.



Titan "Phoenix" No. 262

Titan 1958 Heaters

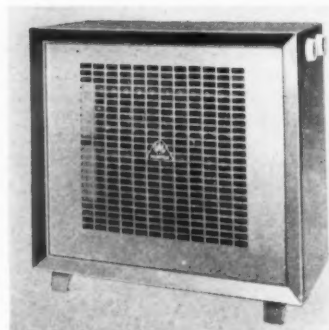
Titan portable heater line for 1958 features decorator colors, "Flair" styling, instant heat, infrared elements and Therm-O-Scope directional heating.

Instant heat, infra-red element has been added to provide immediate direct heat to warm cold hands and feet at touch of knob; direct heat element combined with fan-forced convection element for complete room comfort; dual heat combination available on Phoenix and Laredo provides a choice of 1320- or 1650- watts; Phoenix has Thermo-O-Scope directional heating—heater swivels on tubular steel stand to beam heat from floor to ceiling levels; automatic thermostat control; goldplated grille; copperplated reflector.

Laredo and Tucson have automatic thermostats; Laredo's grille, reflector is chromeplated.

Hi-Vi Convertible and Hi-Watt heaters have automatic thermostats.

Prices, Phoenix, \$29.95; Laredo, \$24.95. Other models from \$13.95. Titan Sales Corp., 701 Seneca St., Buffalo 10, N. Y.



R & M-Hunter space heater

R & M-Hunter Heaters

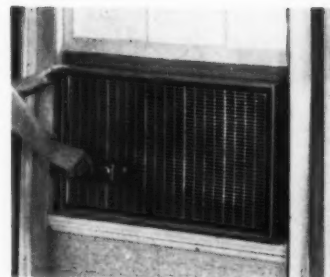
R & M-Hunter enters heater field with 6 electric space heaters in 120 and 240 volts. All models fan-forced, operate 10,000 hrs. on a single oiling; coil-type nichrome elements guaranteed for 4 years; produces from 4600 to 16,380 Btus an hr.; beige cabinets, anodized gold frames removable for dusting interior; thermostat control on 240-volt models rated at more than 100,000 cycles. Hunter Div., Robbins & Meyers, Inc., Memphis, 14, Tenn.



Chromalox baseboard heater BRT

Chromalox Heater

Chromalox heater BRT with built-in thermostat in white baked-on enamel finish available in a variety of lengths and heating outputs for installation in all room sizes; 4 screws hold it to wall; sensing element in thermostat mounted outside under control knob where it samples room air and controls temperature to within 2 degs. F from 55 to 85 degs. F; control knob may be turned down to cold for complete shutdown; thermostat, type WR 61, finished in cocoa-brown and gold can be used to control 2 or more matching units with loads up to 5200 watts; matching units, identical without thermostats; 9 $\frac{3}{4}$ -in. high 30, 66, 100-in., 500 to 1250 watts. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh, 8, Pa.



G-E Custom Thinline air conditioner

G-E Air Conditioners

General Electric's 1958 room air conditioner line includes Custom Thinline in 115 and 230 volt units, 1-h.p., a Deluxe Thinline, 230 volt unit with 1 $\frac{1}{2}$ h.p.; and a Thinline, 1-h.p. 115 volt unit that draws 7 $\frac{1}{2}$ amps.

Custom Thinline models feature spine-fin cooling coils; air that is to be cooled goes through 770,000 aluminum spines, coming in contact with greater cold metal surface area; new rotary compressor occupies about $\frac{1}{4}$ as much cubic space as a comparable reciprocating compressor and has fewer moving parts; 3 rotary control knobs on front regulate a selector which selects the desired amount of cooling, moisture removal, air circulation and quietness; extra-low fan speed provides super-quiet operation and maximum dehumidification; a group of 8 individually controlled directors provide wide range of no-draft air circulation. Thinline is 15 $\frac{1}{2}$ in. high, 26 in. wide and 16 $\frac{1}{2}$ in. deep; nutria cabinet has no side vents to restrict flexible installation—unit can be installed flush inside or outside, in a lower sash or through wall.

Deluxe Thinline is 20 $\frac{3}{4}$ x 25 x 19 $\frac{1}{2}$ in. has similar control to Custom models.



G-E Thinline air conditioner

Thinline model is 13 in. high and deep; all installation accessories for quick do-it-yourself installation are included; features include a Tilt-top air director which operates at 3 positions for flexible air distribution; rotary controls for accurate selection of desired amount of cooling, moisture removal, air circulation and quiet; washable Dynel filter; operates on ordinary house current; straight-line styling, nutria cabinet with turquoise and off-white trim. General Electric Co., Room Air Conditioner Dept., Louisville, Ky.

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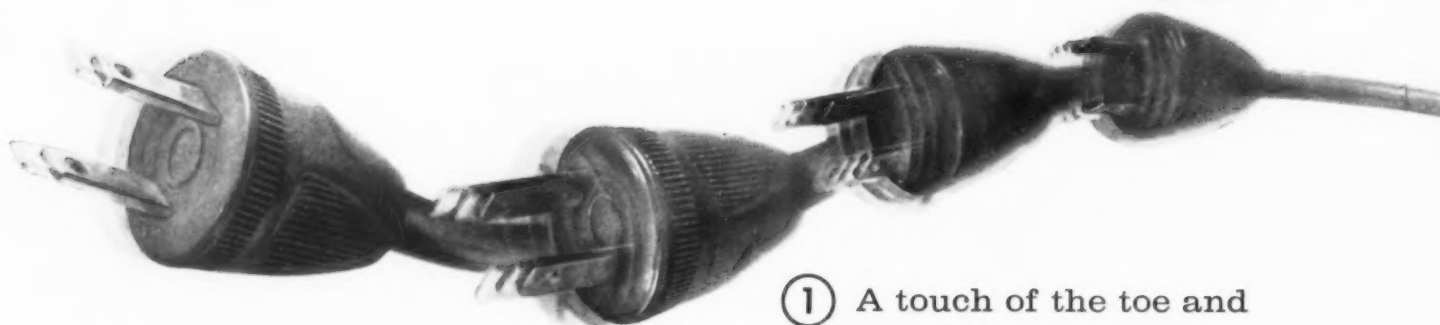


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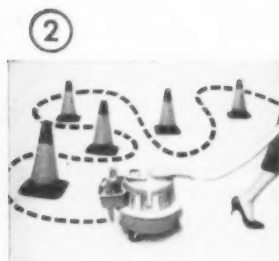


It's easy to TRADE UP...with EXTRA VALUE
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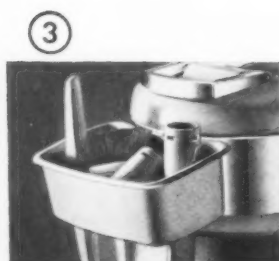


- ① A touch of the toe and
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Built-in reel winds cord neatly out of the way
in 4 seconds! No more messy, tangled cords.



New "Steer Easy" wheel—
cleaner follows you easily ...
no bumping into furniture!



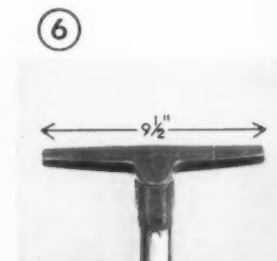
New step-saving attachment
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ments, ready for instant use.



Big, oversize foot switch—
eliminates bending down to
turn power off or on.



Suction regulator—dials just
the right amount of suction
for each job.



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—the fastest selling
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MODEL C-7—
beautifully styled
in glade green
and chrome.

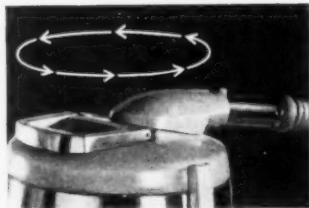


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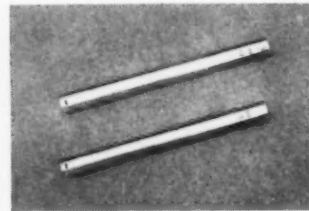
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unit—cuts strokes in half;
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freely for reach-easy cleaning.



⑨ One-horsepower input
motor—pulls in all the
dirt in less cleaning time.



⑩ New chrome plated steel
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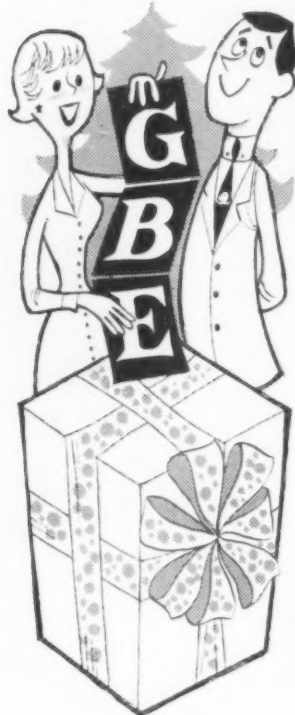


Vacuum Cleaner Dept., General Electric Company, Bridgeport 2, Connecticut.

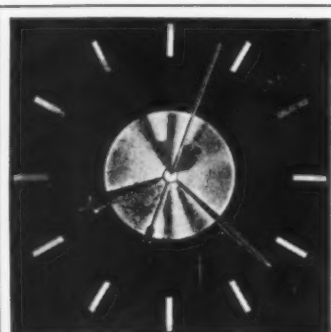
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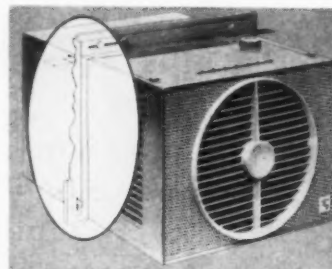
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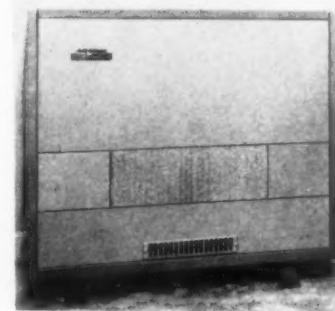
Fedders portable for casements No. 86CM-2

Fedders Portable Air Conditioner

Designed for casement windows,
the 86CM-2 features safety fast
casement window mounting that
permits simple installation with-
out tools; fits into a casement open-
ing of 10 1/2 x 14 1/4 in., and larger;
with glass removed from one sec-
tion of window, Minute Mount is
pushed through opening until 2
clamps fall into place securing
unit to casement bar beneath; 2
slide bars operated by pushing 2
buttons outward lock air condi-
tioner to top; a gasket affixed at
factory provides automatic seal
around 4 sides; equipped with
built-in thermostat; 2 single speed
fan motors and 2 washable filters
are other features; weighs 71 lbs.;
1/2 h.p., operates on 7 1/2 amps; 360
degree adjustable louvre; green
cabinet with white trim. Fedders
Quigan Corp., 5801 Grand Ave.,
Maspeeth, 78, N. Y.

tion; 130-min. time-cycle selector
dial; pre-set drying heat.

Either model can be installed
flush to wall and flush to cabinets
at both sides; automatic safety
shutoffs; tub rotation and heat
stop when door is opened; both
models have fast-heating, 18,000
Btu gas burner. Geo. D. Roper
Corp., Kankakee, Ill.

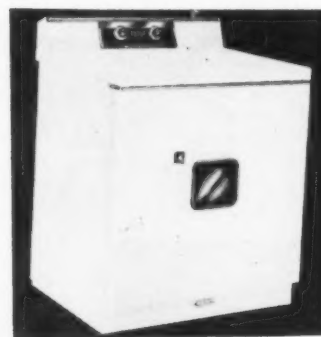


Warm-Aire Heater

Stiglitz Heaters

Decorator styling and circula-
tion are key features of new Warm-
Air home heater line of 5 models;
designed to blend with contempo-
rary furniture the units have a Mel-
low-Tone finish of gold and brown;
all have golden Kozy-Glo embossed
grill across the face; new engineer-
ing features give comfort zone ef-
fectiveness—furnace-type blower
forces air directly to floor through
specially designed vent at bottom
of each unit; heat coming from top
of heaters is directed by diagonal
louvers to disperse heat throughout
entire comfort zone. Multiple steel
heat exchangers; Blue-Streak
quadriport burner; automatic con-
trols including a dial for setting
heat temperature, thermostat, safe-
ty pilot; pressure regulator.

Models range from No. D975-B1
(75,000 Btus) 36 in. high, 35 in.
wide and 19 in. deep; to D925 (25,-
000 Btus), 22 3/4 x 23 1/2 in. x 12 in.
deep. Stiglitz Corp., 2007 Portland
Ave., Louisville 3, Ky.



Roper "Dry-Aire" dryer D802

Roper Dryers

Two new automatic "Dry-Aire"
gas clothes dryers are announced
by Roper—Custom Deluxe and De-
luxe; satin bronze drying tub is
polished to prevent snagging;
smooth baffles tumble clothes in
"Zephyr-Air" current; moisture-
laden air is removed through "Tor-
nado" exhaust; Custom Deluxe has
5-heat temperature control; "Fab-
ri-Set" dial marked with names of
fabrics; a special "air" setting for
no-heat fluffing; ozone lamp; X-Ray
window in door; interior light.

Deluxe model has 1-dial opera-

Briefs

"Safe-T-Probe" testing instrument
is announced by K-G Electronics
Corp., 2738 N. Sheffield Ave., Chi-
cago, 14, Ill., which enables anyone
to test TV, radios, lamps, toasters,
heaters, irons, and all other elec-
trical equipment for shock. Cons-
ists of a shock protected translu-
cent plastic cylindrical case 6 1/2-
in. long, 1-in. diam. 2 neon lights
in case light up to indicate that the
product is unsafe. Price. \$2.49.

new products

ANNOUNCING 1959 TV, RADIO AND STEREO LINES



Philco 1959 TV Line

Featured in the new Predicta TV line is a shorter "S-F" picture tube, and redesigned chassis.

Picture tube, utilizing regular 110-deg. tube has been shortened two inches by redesigning cathode, (working surface in neck) from round to flatter, shorter, unit; air space in neck also redesigned to eliminate space; and circular coil has new shielding built into yoke to make it a more compact, and efficient, shorter tube.

Chassis has also been redesigned in a complete departure from former chassis arrangements, making it 6-in. deep and 8 in. high.

Predicta line includes: No. 4710, separate screen set with tube and chassis completely apart; short 21-in. tube, can be placed anywhere within 25-ft. of chassis cabinet; "Out-front" sound; built-in VHF-UHF aerial combines hidden "pivot-tenna" telescopic antenna; molded tinted window on S-F tube; African stripe or blond mahogany.

No. 4654, pedestal-styled 21-in. set, with tube and chassis separated, features molded tinted picture window that swivels on top of pedestal base which carried new chassis; oversize 8-in. speaker; tuning controls at top front of

base; stripe mahogany or walnut with ivory trim base.

No. 6632, "Miss America" Predicta, custom deluxe swivel 24-in. console has 5 individual speakers in "wrap-around" sound; illuminated "pop-up" on-off switch and channel selector; full range variable tone control; 2 cabinet stylings—solid mahogany and genuine veneers; comb grain oak veneers and solids; solid walnut and genuine veneers.

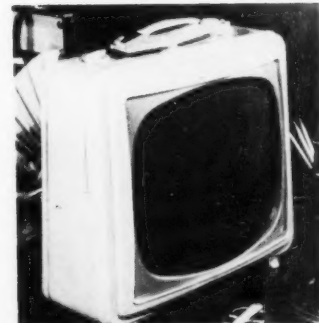
No. 4658 "full dress" console has tapered, finished back, 21-in. tube; 3-speaker "wrap-around" sound system; full circle swivel base; illuminated "pop-up" on-off switch and channel; mahogany, blond walnut or honey-toned walnut.

No. 4242, another version of tube and chassis separation has 21-in. SF tube on top of small rectangular chassis; compact, portable; features a swivel-screen and long 10-in. speaker for out-front sound; pull-telescopic "pivot-tenna" aerial; grained stripe mahogany or blond finishes.

No. 4240, 21-in. table model features a slant-back cabinet; twin 4 x 6 in. speakers; full range variable tone control; illuminated "pop-up" on-off switch and channel



Philco pedestal Predicta 4654

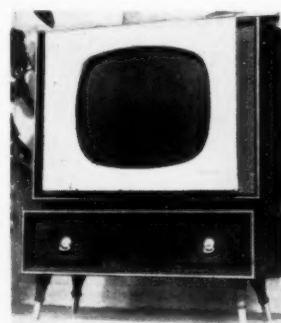


Philco "Brief Case" Portable 3052

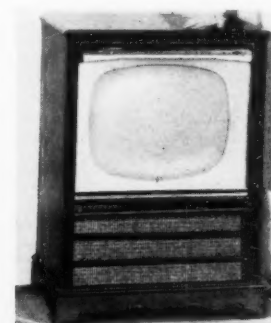
selector; super-sensing tuner; grained stripe mahogany and grained pin stripe oak finishes.

Early American Predicta, 4662, features corner cabinet console with S-F thin picture tube in provincial mahogany and honey-colored maple finishes; wrap-around 3-speaker sound system; on-off switch and channel selector illuminated on top; cabinet and "pop-up" for quick and easy tuning; swivel base. All Predictas have built-in VHF-UHF antenna.

Newest portable No. 3052, 17-in. "brief case" portable has new thin picture tube, with special Electron Optic gun; compact contour chassis; scan-tenna rotating handle-antenna combination; all Slender Seventeen portable models are completely finished front and back in variety of cabinet colors from rainbow gold, green and blue to leather-like brown, saddle and black and white lizard, antique white fronts and backs. Philco Corp., C and Tioga Sts., Philadelphia, Pa.



Sylvania Sylouette No. 21C533K



Sylvania Deluxe Slimline 21C621

Sylvania 1959 TV Line

Sylvania's 1959 3-part line includes 5 Sylouettes; 7 Slimlines (3 table and 4 console) and 9 Convertibles that can be used as consoles or portables. All models equipped with 21-in. Silver Screen 85; aluminumized 110-deg picture tubes; S-110 chassis; automatic overload limiters.

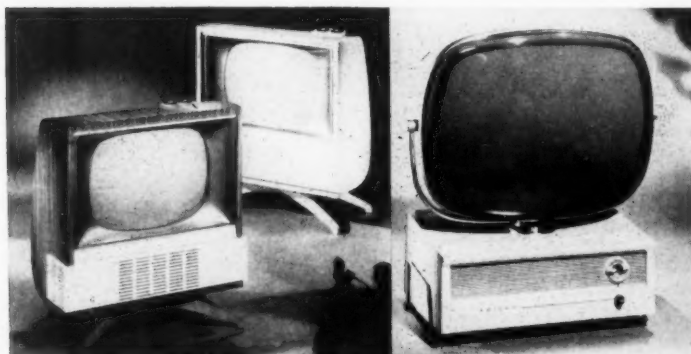
Thin basic cabinets, a feature of Sylouettes, are achieved by "floating picture" design with picture face and mask out from cabinet: Custom, 21C626 basic cabinet is 9 1/4 in. deep; Modern, 21C529, 9 3/4 in. deep; other models 11 1/4 in.

Picture-Prompter, for automatic fine tuning; HaloLight frame-of-light; 2-way Magic-touch tuning and balanced, front mounted twin

speakers are features of all Sylouette models. Finishes and designs include mahogany, blonde, oak, walnut, blonde oak and fruitwood in Regency, Contemporary, Colonial and Custom design styling.

Three tone-matched front speakers are featured in 3 of the Slimline consoles; Picture-Prompter; HaloLight and Magic-touch tuning are available in two top Slimline consoles. Mahogany, blonde, oak finishes plus one model in mahogany or fruitwood.

Slimline table models feature top tuning; S-110 chassis; top, front controls, turret tuner and 5 1/2 in. oval side-mounted speaker; top model in line 21T305 has HaloLight, Picture-Prompter, cascode



Philco Predicta 4242

Philco Predicta consoles 4658

Appliance Pros



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Electrical Merchandising

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Electrical Merchandising

Magazine of the appliance Pros

A MCGRAW-HILL PUBLICATION ABC-ABP

new products 1959 TELEVISION

SYLVANIA TV (cont'd)

tuner and 5 1/4 in. oval side-mounted speaker.

Convertible series features a basic set, 21M204, in vinyl clad, 2-tone cabinet with detachable speaker which can be mounted on matching furniture piece when receiver is used as table or console model; when used as portable, speaker remains within set.

Prices: Sylouette series from \$399.95; Slimline table models from \$189.95; Slimline consoles from \$239.95; Convertibles from \$199.95. Sylvania Electric Products Inc., Home Electronics Div., Batavia, N. Y.



Zenith Bradford console

Zenith TV Line

A total of 31 new TV sets, including the decorator group, feature built-in Space-Command remote control TV tuning which permits tuning set by touching button in hand control; this speeds an ultrasonic or silent sound command across space to set, turning the set on-or-off, adjusting volume at 3 levels; changing channels; or muting sound completely. Space-Command requires no wire or cord.

Each set features handcrafted horizontal chassis; short neck 90-deg. Sunshine picture tube; hand-wired, with all components secured to metal base—no printed circuits; new automatic gain control circuitry to eliminate flicker and help keep picture steady.

Featured throughout series, cabinets of 21- and 24-in. consoles



Zenith Flamingo B-1720G



Zenith Coburg lo-boy

are available in choice of finishes and designs including French provincial, American or Danish modern; traditional and early American periods.

In 17-in. portables, 5 models have "all-around" styling and color, with completely finished backs; primary tuning controls grouped in special housing, mounted on top-front, right of center.

Models shown are Bradford, No. B-3007-A 21-in. console with Space-Command remote control tuning; push-button control; swivel base, available in grained mahogany or grained oak color. Coburg lo-boy No. B3009, has Space-Command as standard equipment; Danish modern design; grained walnut; blond oak or ebony. 17-in. Flamingo, B-1720G, has built-in wave magnet antenna; top side tuning; top carrying handle; aluminum cabinet with finished back; gray and white. Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.



DuMont Sheffield portable

DuMont TV Sets

DuMont's TV 1959 line comes in 2 groups Suburban series and Collector series.

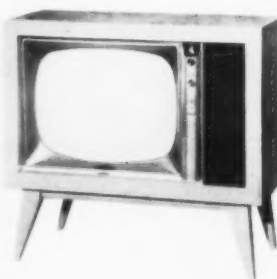
Highlight of Suburban series is the Sheffield, a 17-in. set in all wood cabinet with "Slenderset" cabinet in mahogany, walnut or limed oak; 3-position antenna eliminates need for rabbit ears. All Suburban models feature Vanguard 502 chassis with front projected sound, top recessed panel controls; pushbutton, on-off switch; built-in UHF-VHF anten-



DuMont Wakefield console

na; 110-deg. aluminized picture; custom hand-wired with complement of 16 tubes. Other sets in Suburban series are Mansfield, 21-in. Contemporary table model in walnut, limed oak or mahogany; Wakefield, 21-in. Contemporary console in walnut or limed oak; Richfield, 21-in. Traditional console in mahogany; Northfield, 21-in. Early American console in maple; Fairfield, 21-in. French Provincial console in fruitwood.

Collector series features Perma-Tune control which allows simple, permanent fine tuning by manual rotation of control knob on front panel, DuMatic Remote control and a choice of 2 tuning methods (Sensomatic tuning or DuMatic



DuMont Biscayne lowboy

pushbutton-power tuning). Units with DuMatic power tuning have DuMatic Remote Control as standard equipment, enabling complete control away from set; power "on-off" channel selection, and volume control. For Sensomatic tuning units, DuMatic Power tuning and DuMatic remote control are optional.

Other Collector features include multiple matched speakers for hi-fi sound, separate bass and treble controls in up-front control panels; special phonojack plug for stereo or record player which makes it possible to use hi-fi speakers of Collector sets as auxiliary units for stereo systems.

Galaxy 500 chassis, used in all Collector models is transformer powered, has complement of 18-tubes including 2 rectifiers; custom hand-wired; 90-deg. short neck aluminized picture. Sets featured are Putnam, 21-in. contemporary styled console; Revere, 21-in. Early American console; Versailles, 21-in. French Provincial low-boy; Newport, 21-in. Contemporary low-

boy; Westminster, 21-in. TV-AM/FM radio-hi-fi combination.

Prices: Suburban series from \$189.95 for mahogany Sheffield to \$299.95 for Fairfield fruitwood. Collector series from \$269.95 for Chatham 21 in. table model, mahogany to \$1200 for Westminster of Beaumont TV-AM/FM radio-hi-fi combinations. Allen B. DuMont Laboratories Inc., 750 Bloomfield Ave., Clifton, N. J.



RCA Victor Swarthmore, Series 21RD967

RCA-Victor 1958-59 TV Line

Twenty-six new black-and-white TV models and 6 new color sets are announced by RCA Victor as their "10 Million Line."

Highlight is a transistorized "Wireless Wizard" electronic remote control unit that operates by radio signals all controls on a color TV set from anywhere in room; buttons on remote control unit turn



RCA Victor "Wireless Wizard" remote control

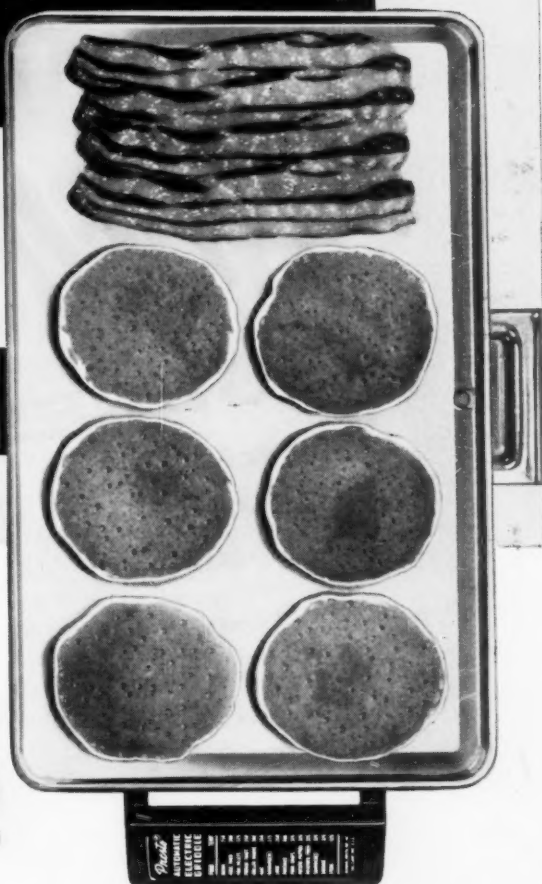
set on or off, changes channels, adjusts "tint" and "color" controls, selects any volume and locks in fine tuning automatically. Separate tilt-out panel in cabinet permits pushbutton tuning at set.

Another "Wireless Wizard" for color and black-and-white sets also announced, turns set on or off, changes channels, selects high or low volume from anywhere in room; fits into compartment on front of set when not in use, and is available at no extra cost on 2 new color models and 3 black-and-white models. Supersonic signals from remote unit activate an amplifier inset which operates controls.

Other features include new tube-saving power surge resistor in ev-



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Many Features Have Already Been Released Early
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Let's Go, Jud!

The products are right...
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A FIVE YEAR PROGRAM IN FOUR



Jud Sayre
President

NORGE speeds up feature-engineering to meet current conditions with 1960 products now...

Back in 1954, the Norge team headed by Jud Sayre launched a 5-year program of product development aiming toward a radically new line by 1960. From this program came such great *firsts* as the exclusive:

- Hamper-Dor
- Vertical Broiler Range
- 4-Way Dry
- Dispenser Wheel

But, when the end of 1956 saw industry refrigerator volume drop 500,000 units below 1955, with other products headed the same way, it was evident that the consumer was no longer interested in face-lifting, gadgets and gadgets, and price, Price, PRICE. She wanted real value for the dollar... honest-to-goodness reasons for trading in her present appliances.

Everyone in the industry has talked about creative engineering as the one great need to regenerate lagging appliance sales. To meet this challenge Norge went into an all-out effort to accelerate the original 5-year program so that a totally new line of appliances could be introduced to re-stimulate consumer interest and sales. This goal has now been realized.

Many new products have already been introduced ahead of schedule in 1958—like the Swing 'n Serve Refrigerator and "Fabric Formula" Washer. This has meant such revolutionary features as:

- Swing-Out Refrigerator Shelves
- Handi-Cube Automatic Ice Dispenser
- Exclusive Norge Dispensomat

This is the first phase of Norge's long range planning for advanced engineering, built-in quality, and true value for the consumer.

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new products TELEVISION AND STEREO

ery set to automatically hold back full power when set is turned on; new powerhouse chassis—all 21 in. models have 1000 more "second anode" volts than previous models; "On-Set" electronic fine tuning; push-pull, on-off switch with "Stay-Set" volume control; new Cascade and Tetrode tuners; clock and automatic TV timer; stereo jacks on all deluxe models and one Super series; front tuning for built-ins.

Seven new portables, including 4 different 17-in. sets are included.

All new black-and-white models except lowest 2 portables, use 110-deg. picture tubes. Six models, called Achievement Series include:

Barton, table model with front-tuning; adaptable as a "built-in" with "one-set" electronic VHF fine tuning; ebony, mahogany, oak or walnut grained finishes.

Wayne, modern console with deluxe features in walnut, mahogany or oak.

Hillsdale, swivel console with 3 speakers, deluxe chassis, tone control, stereo and phono jacks, lighted tuning controls; walnut grained, mahogany, limed oak or birch.

Lambert, lowboy console with "Wireless Wizard" remote control, 3 speakers and "One-Set" electronic VHF tuning in walnut, mahogany or oak.

Kentwood, deluxe lowboy with wood cabinet, 3 speakers, lighted Front Window channel indicator, stereo and phono jacks in mahogany, walnut or oak cabinets.

Southbridge, lowboy color set with lighted controls on cabinet front, 3 speakers.

Prices: Portables from \$139.95 to \$229.95; table and consoles from \$189.95 to \$450.; color sets from \$495 to \$1200.

Factory parts and tube warranty on color sets extended from 90-days to one year. RCA Victor Div., Radio Corp of America, Camden, N. J.



Admiral Rutherford console



Admiral TV-Stereo combination

Admiral 1959 TV Line

Admiral announces a TV-stereophonic phonograph combination—the "Dual Channel Stereophonic Theatre"; with 110-deg. deflection tube, it's possible to combine hi-fi TV and stereophonic phono in a cabinet 14½ in. deep which blends with any room setting; integrated into chassis is a special dual channel stereophonic amplifier with 5-watts out on TV and 10-watts on phono.

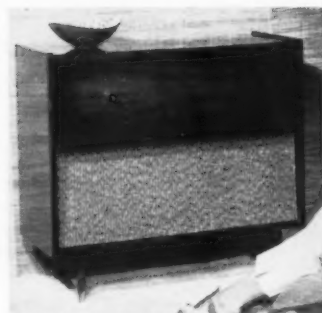
Featuring decorator approved originals introduced last year, the TV line offers a wide range of Provincial, Early American, Modern and Contemporary designs in handcrafted cabinets in matched woods; finishes range from mahogany and walnut to maple, cherry, fruitwood and blond oak; decorator approved originals include Saxony, Wilshire, Rutherford and Fontaine.

Improved Son-R remote control, in Woodley, Lancaster, Lynwood, Wilshire, Rutherford and Fontaine models, consists of unbreak-

able case the size of a compact that can be stored in a magnetic pocket on side of set when not in use; selects station in either direction on wave band and furnishes 4-step volumatic control; operates at distance of 30-ft. without wires, batteries or tubes. Other features in the Son-R wireless remote control includes variable tone control or separate bass and treble; touch-a-matic bar tuning; 3 models have full fidelity, and 3 models hi-fi; speakers range from single in Woodley to two 6 x 9 and two 5-in. in Wilshire, Rutherford and Fontaine; plug-in phono jack also available in same models.

Balance of line includes 5 Super Series models and 6 hi-fi series; All models equipped with power transformers; mounted on horizontal chassis; Hi-Fi series can be used as second unit in combination with stereophonic instrument.

Price, Stereo theatre starts at \$399.95. Admiral Corp., 3800 W. Cortland St., Chicago, 37, Ill.



Philco hi-fi model 1813

Philco's 1959 Hi-Fi Stereo Line

Philco's completely compatible stereophonic systems for monaural and stereo records features a "Fidelitron Sound System" which operates on electrostatic principal, has special sound projector in cross-over network beginning at 800 cycles (mid-range) and extending beyond 20,000 cycles for undistorted, balanced sound.

Ten basic models in line have diamond stereophonic stylus cartridge; "Functional control switch" to play monaural or stereo records; lighter tone arms; tuner-tape and stereo plug-in jacks built in. Contemporary European cabinets.

Top of line, 1909 SM a special 3-piece stereo ensemble in custom-crafted mahogany with AM-FM radio; transformer powered dual-channel amplifier producing 50-watts output; 2 separate matching speaker units each with dual "Fidelitron Sound System"; dual ceramic reproducer with diamond stylus for monaural or stereo; needle minder and record storage compartment.

Another model, 1811M, features "wrap-around" sound cabinet design with stereophonic reproducer; Fidelitron system; 12-in. woofer; 4-speed changer; amplifier with 20-watts output; jacks for stereo tape input and external stereo phono amplifier; dual needle; ceramic reproducer, diamond needle for LP.

Two table models, 1606M, a wood console with removable legs; electrostatic speaker and 6½-in woofer; 4-speed automatic changer; jacks for tuner or stereo tape input, and 1606SM same as 1606M with stereo reproducer; external stereophono amplifier; dual needle reproducer with diamond needle.

Console models start with 1706M with electrostatic speaker and 10-in. woofer; 4-speed changer; jacks for tuner or stereo tape input and 1706SM same features as 1706M with stereo reproducer; external stereo phono amplifier; dual needle ceramic reproducer with diamond needle for LP.

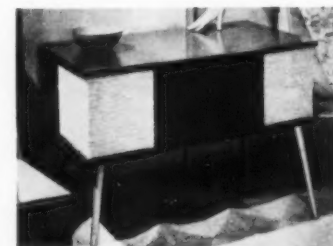
Two special stereophonic amplifier units SA1000M to match models 1606S, 1706S and 1706SM, has a 5.5 watt amplifier; electrostatic speaker; 6½-in. woofer; and SA-2000, to match 1708S to 1907S, equipped with Fidelitron plus 12-in. woofer; 20-watt amplifier.

A portable stereophonic stacked-head tape recorder ST-300, containing an input jack for recording directly from radio, phono, or TV;

plugs into any hi-fi model for taped stereo reproduction.

Philco has continued a slender cabinet styling in its new line of 5 record players and phonos, ranging from scuff-proof, portable 1373; to a twin-speaker radio-phono in blonde oak 1409; two additional portables in line, 1375 and 1405. No. 1405 has "wrap-around" sound system, automatic changer; No. 1375 twin 4-in. speakers. No. 1407, hi-fi table model "wrap-around" sound 3 speakers; 4-speed player with intermix; automatic shut off; 45 rpm spindle; dual sapphire needle.

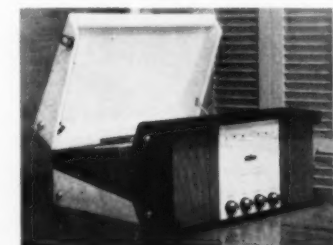
Prices: hi-fi stereo from \$139.95 for 1606M to \$1200 for 1909SM; amplifier units from \$89.95 to \$159.95; tape recorder, \$229.95. Philco Corp., C and Tioga Sts., Philadelphia, Pa.



Admiral "Clarion" portable

Admiral's 1959 Stereo Hi-Fi Line

Admiral's dual channel stereophonic hi-fi line for 1959 is designed to blend into any room decoration as fine furniture pieces; In the Americana line there are 6 models Clarion, Coronet, Barclay,



Admiral "Clarion" portable

Kensington, Essex and Imperial for the contemporary note; Coronet, with long slim look of cocktail table can be used as a room divider. Clarion portable, blends with any background; gray and white matching grille; in Italiana line, Chante, Tuscany or Titian for larger homes.

Needle cartridge which Admiral uses in its full line of stereophonic record players is reversible—one side plays stereo and regular LP records, the reverse side contains a needle to play 78 rpm records, making it possible to play regular hi-fi records through 2-speaker system.

Kensington and Essex are double units in Americana line; all Italiana models are available as double units. Admiral Corp., 3800 W. Cortland St., Chicago, 37, Ill.

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Plus many exclusive extras—Powerful centrifugal blower • Unique counter-flow design • Pressurized heat chamber • Venturi nozzles distribute wall-to-wall carpet of warm air.

↓ A top-value heater at every price level! ↓



(Model H-4)

Economical General Electric Automatic Heater

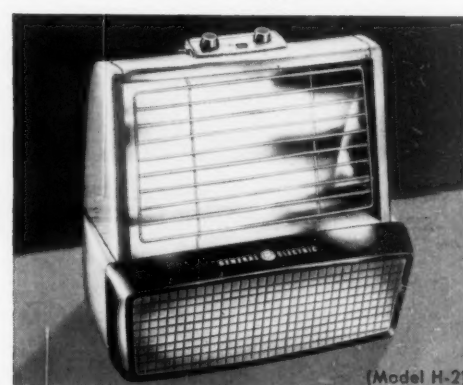
Never before so many fine features at this price! Automatic thermostat insures steady, controlled heat. Modern, portable, stay-cool cabinet. Has mercury tip-over switch plus **\$19⁹⁵*** close-set grille for safety.



(Model H-3)

Popular General Electric Automatic Heater

Powerful fan-forced heat. Thermostat shuts it on and off automatically. Cuts off if over-heated. Styled in turquoise and chrome with safety grille. 1320 watts. Complete **\$24⁹⁵*** comfort at moderate price.



(Model H-2)

De Luxe General Electric Automatic Heater

Radiant and fan-forced heat. Two heat settings—1320 and 1650 watts. Automatic thermostat. Adjustable base. Portable. Mercury tip-over switch and signal light for safety. **\$29⁹⁵*** The ultimate in heating.




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**EXCITING NEW
PHILCO**

Predicta

TV STYLING

In one bold stroke of scientific research Philco engineers have brought an entirely new freedom to television design. In creating the new Semi-Flat picture tube (which measures less from front to back than any you've ever seen), and the compact Predicta chassis (which puts more picture power in less space than ever before), Philco engineers have made possible sharp departures from conventional design. New ideas, new forms, whole new avenues of approach to the use and enjoyment of television. This is the kind of sales excitement that will make 1959 a year of profit for every Philco dealer!

Model 4242-L
21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

NATIONAL CONSUMER ADS BREAK JULY 14



Amazing PHILCO Separate Screen Television

Predicta Tandem

Another dividend for you from Philco research! For the first time ever, Philco separates the picture tube and chassis — gives you stationary chair-side controls and a picture that moves anywhere in the room, even into other rooms! It's the most exciting new TV ever invented, and only Philco has it!

Model 4710-L
21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

Keep the set beside your chair ...

**Put the picture
anywhere!**



PREDICTA TV is here!

yours to show and sell—today!



**FABULOUS
PHILCO**

"Thin as a Brief Case"

PORTABLE TV

Here now is portable TV as thin as a brief case! It features Philco's exclusive S-F (Semi-Flat) picture tube — plus an amazing new chassis that actually *hugs* the picture tube. There's nothing like it on the market, and it's yours today in exciting new colors and textured finishes. Famous "beautiful back." Top Front Tuning. Exclusive "Scan-Tenna" handle that hides a powerful 39-inch zip-out antenna . . . delivers 3 times more signal power! Only Philco makes the brief case thin Slender Seventeen the most slender, most exciting portable TV in all the world!

Model 3052-L
17-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

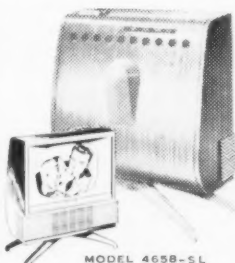
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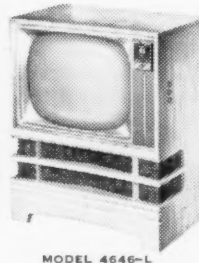
MODEL 4658-SL



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new products STEREO-HI-FI PHONOS



RCA Victor Mark III SHC3



RCA Victor Mark XIV SHP14

RCA-Victor Stereo Hi-Fi Line

New line of RCA-Victor Stereo-Orthophonic hi-fi instruments are designed to play not only stereo discs and standard monaural records, but one player, Mark I, SHC-1 plays stereo tape and stereo records as well in a 3-cabinet console equipped with AM-FM radio and magazine-loading stereo tape recorder, and 8 speakers, (2-15-in. woofers; 2-5's and 4-3½'s.)

Six other consoles in top of line are equipped with AM-FM radio and 4 speakers (2-12-in. woofers and 2-3½ in. tweeters). These consoles are available in French provincial, Danish modern, Traditional, and Danish low-boy cabinet styling in a variety of wood finishes, and are designated Mark II to IV and VI to VIII.

AM-FM tuners are available on IXD, Danish lowboy modular, with 3 speakers, (12-in. woofer and 2-3¼'s); AM-FM tuners are optional on Mark VII, VIII and IX; VII and VIII have 4 speakers, (2-12-in. and 3¼'s); AM-FM tuners are optional (1-12-in. woofer and 2-3½'s).

Lower end of line consists of Mark XI, modular, with an 8-in. woofer and 2-3½'s; Mark XII, console, with a 6½ in. woofer and 2-3½'s; XIII, portable, with a 6½ in. woofer and 2-3½'s; and a portable, XIV, with 2 speakers.

Two portable tape cartridge magazine-load recorders: SCP2, semi-automatic with an 8 in. woofer and 2-3½-in. tweeters; and SCP3, fully automatic portable with the same complement of speakers.

In addition there are 7 auxiliary speaker systems to complement RCA Victor Stereo-Orthophonic hi-fi line:

SHS-13, table speaker, which is also portable, in brown simulated leather with uni-twin speakers; SHS12, table model, in mahogany, oak, maple or walnut.

SHS11, console, and SHS10 corner cabinet console have 3 speakers, (8-in. woofer and 2-3½-in.

tweeters) cabinets available in mahogany, oak walnut and ebony for console and mahogany, oak and maple for corner cabinet.

SHS9, console features a 12-in. woofer and 2-3½ in.; SHS-8, Danish modern console, with record storage; and SHS7 French Provincial console with record storage have same speaker complement.

Prices: From \$129.95 for portable Mark XIV to \$2500, for 3-cabinet console Mark I. Tape cartridge records, \$295 and \$450, respectively; auxiliary speaker systems, from \$9.95 for table model to \$125, for French Provincial console SHS7. RCA-Victor Div., Radio Corp of America, Camden, N. J.



Sylvania 4312 console combination

Sylvania 1959 Stereo-Hi-Fi Phonos

Sylvania's compatible stereophonic line consists of 9 models (3 portable and 6 consoles); plus 2 speaker-amplifier combinations.

Portables 4416 and 4419 are 4-speed automatic phonos equipped with stereophonic cartridge; 2 front-mounted speakers; stereo jack for connecting to speaker-amplifier; 2-tone leatherette copper or charcoal brown and antique white cabinets. Manual, 4-speed model 4410 has two 4-in. speakers and built-in stereo jack.

Consolettes, 4312 and 4397, have 4-speed automatic phonos; stereo cartridge and jack; No. 4312 has 2 front-mounted speakers; 4397 has balanced 12-and 5-in. speakers with 30-15,000 range.

Console models, 4398 and 4791, 4-speed automatics have stereo cartridge and jack; balanced 12-and 5-in. speakers; 4791 console had AM-FM tuner. Console and consolette models in mahogany or blonde oak.

Room divider, 4399, and deluxe room divider, 4792, are 4-speed automatic consoles with stereo cartridge and jack; precision balanced 4-speaker sound with 40 to 20,000 cycles. 4792 is also equipped with AM-FM tuner. Both available in mahogany, blonde oak, or fruitwood.

Stereophonic speaker-amplifiers include SC03 portable with 15-watt amplifier; 8-in. speaker; made for use with all portable and



Sylvania SC03 speaker-amplifier

console hi-fi models. SC04, Deluxe furniture combination, has 10-watt amplifier; balanced 12- and 5-in. speakers; companion piece for consoles and consolettes.

Prices: Hi-fi units from \$39.95 for manual portable to \$249.95 for 4791.

Room divider consoles have open prices; speaker-amplifiers are \$60, for portable and \$130, for deluxe. Sylvania Electric Products, Inc., Home Electronics Div., Batavia, N. Y.



GE-Phono No. RP 1120

G-E Enters Phono Field

General Electric enters phonograph field with 3 models—2 portables and a table model; all 3 will

play 14 7-in., 12 10-in.; or 10 12-in. records at 16, 33½, 45 or 78-rpm, and intermix 10- or 12-in. records of same speed; records may also be played manually. The 4-speed turntable on each phono is equipped with rubber mat to reduce skidding; lightweight tone arm minimizes pressure on records, automatic shut-off returns tone arm to rest position after last record is played.

RP-1110, 2-tone blue portable, has specially-coated fabric cover which can be cleaned with damp cloth; acoustically contoured, polystyrene front grille; carrying handle; precision-built amplifier; G-E Dynapower speaker; ceramic cartridge with sapphire-tipped dual styli; separate volume and continuous tone controls.

RP-1120, cocoa and beige, easily-cleaned fabric covering; features a stereophonic switch at top front for later addition of stereo sound equipment; jack at rear for another amplifier and speaker, extra lead in tone arm for connection of stereo cartridge. Precision-built amplifier; twin G-E Dynapower speakers; ceramic cartridge with sapphire-tipped dual styli; continuous tone and loudness control automatically adjusts lows and highs for full frequency; brass latches and hinges; 45-rpm spindle.



G-E table phono RT-1230

RT-1230, table model, mahogany, and (31) blond oak, features matched grain genuine veneer cabinet, leather-like control panel; stereo switch, jack for additional amplifier and speaker, extra lead in tone arm; 3-tube plus rectifier; 6-watt maximum; twin 8-in. G-E Dynapower speakers; ceramic cartridge with sapphire-tipped dual styli for 16, 33½ and 45 speeds; sapphire stylus for 78 rpm; separate base and treble and loudness controls; tuner input jack for attaching AM and/or RPM spindle; tapered, easy-to-attach hardwood legs to match cabinet available with RT-1230 and RT-1231.

Price, RP-1110, \$69.95; RP 1120, \$89.95; RT 1230, \$149.95 in mahogany \$159.95 blond oak. General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.

WESTCLOX

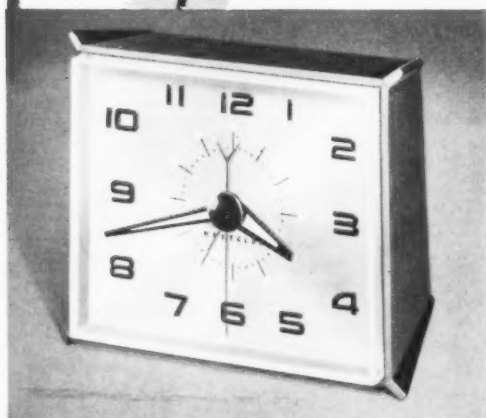
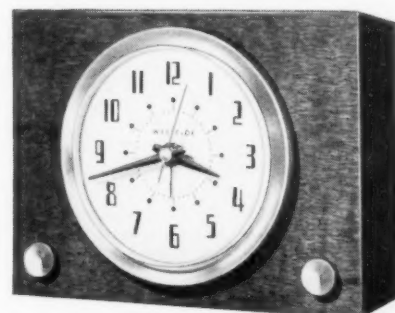


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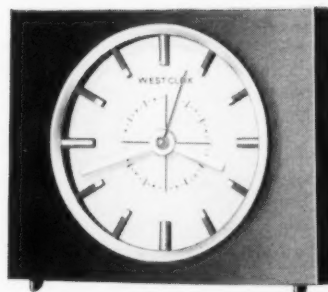
dealer cost, plain \$5.90
luminous \$6.56

consumer price, plain \$8.98
luminous \$9.98



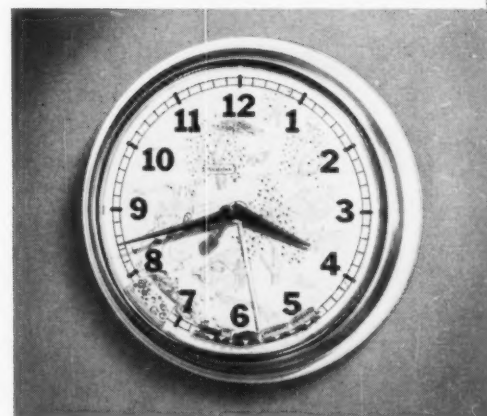
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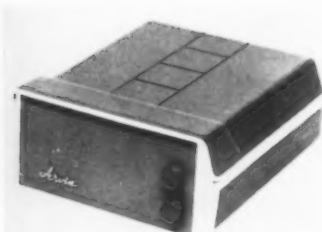
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new products RADIOS



Arvin phone No. 2091

Arvin Phonos

Arvin enters the photo and hi-fi field with a line of 8 portable phonos, one of which is designed for playing stereo discs.

Top models of line are No. 7096 and 7097; both have 4-tube a.c. power transformer amplifying systems providing 10-watts undistorted output; 3 speakers: a 6-in., 5-in., and 4-in., with electronic cross-over network for 40 to 20,000 cps frequency response; inverse feedback of 11 db with push-pull output to cancel out unwanted sound; separate full-range bass, treble and volume controls; constant volume control permits varying bass and treble without affecting "loudness"; turnover ceramic cartridges with dual sapphire styli equipped with 4-speed automatic record changer; 45 rpm spindle; 2-tone brown and tan pyroxylin fabric case, brass trim; units identical except No. 7097 has a stereo disc cartridge.

No. 7095 has 4-speed automatic changer; 4-tubes in an AC power transformer chassis delivers 10-watts undistorted output; 6-in. "woofer", 5-in. "tweeter" speakers have acoustical crossover for 40-20,000 cps; inverse feedback; constant volume tone control and independent volume control; turnover ceramic cartridge has sapphire styli; 45 rpm spindle; 2-tone gray fabric, brass trim.

No. 7094 has 3-tube plus selenium rectifier system with 4-watts undistorted output; 2 matched speakers: 6-in. "woofer" and 4-in. "tweeter" have extended frequency response range from 50-15,000 cps; 4-speed automatic changer, constant volume control; separate volume control; inverse feedback of 7 db; turnover ceramic cartridge with twin sapphire styli; 2-tone brown and a tan pyroxylin, brass trim and contrasting grille.

No. 7093 has two 5-in. speakers; 3-tube plus rectifier pushpull system; onverse feedback of 7 db.; 4-speed automatic changer; turnover crystal cartridge with sapphire styli; 2-tone blue fabric cover.

No. 6091 handles only 45 rpm records, has automatic changer and two 5-in. speakers; 2 tubes and selenium rectifier develops 1.5 watts output; constant volume tone control, volume control and sapphire stylus in crystal cart-

ridge; white leathery Arvinyl case with gold and brass trim.

Nos. 2091 and 2092 have 2-tube plus rectifier systems with 1.5 watt power output; vinyl-on-steel Arvinyl cases are unbreakable and scuff-proof. No. 2091 comes in red or blue with white trim. No. 2092 in white leather with gold trim. Both have turnover crystal cartridges with sapphire styli. No. 2092 has two 5-in. speakers; No. 2091 has one 5-in. speaker; both have 4-speed turntables.

Prices, from \$34.95 for No. 2091 to \$119.95 for No. 7097. Arvin Industries, Inc., Columbus, Ind.



Westinghouse phone 45AC-2

Westinghouse Portable Phonos

Westinghouse enters the portable phono market with a line of 6 basic models. Included are a hi-fi model 45 AC-1 and 2 with 2 6-in. speakers and 2 hi-fi compensating "tweeters"; push-pull amplifier delivers 5-watts maximum output; 4-speed automatic changer; crystal cartridge and dual sapphire needles; automatic shut-off; intermixes 10-in. and 12-in. records of same speed. No. 1, finished in brown and white; No. 2 charcoal and white.

44AC1 and 2 4-speed automatic has 6-in. speaker plus "tweeter"; 3-tube amplifier including rectifier with matching output transformer; separate tone control; crystal cartridge and dual sapphire needles; automatic shut-off intermixes 10 and 12-in. records; silver blue and white and silver red and white finish.

43AC1 and 43AC2; 4-speed automatic changer with shutoff; separate tone control; 4-in. speakers; crystal cartridge and dual sapphire needles; automatic shutoff; intermixes 10 and 12-in. records. No. 1 charcoal polka and white; No. 2 brown polka and white.

420AC1 and 2 45 rpm automatic changer; plays up to 12 records; 4-in. speaker; separate tone control; red polka and white or black polka and white.

41MP1 and 41MP2, 4-speed manual phono; two 4-in. speakers; separate tone control; dual sap-

phire needles. Pigskin or silver blue.

40MP1, 2 and 3; miniature 4-speed manual phono; 4-in. speaker; rubber mat turntable; separate tone control; crystal cartridge, dual sapphire needles. Polka red and white; polka blue and white or polka charcoal and white.

Prices, from \$29.95 to \$89.95 Westinghouse Electric Corp., TV-Radio Div., Metuchen, N. J.



DuMont Music Master

DuMont Stereo and Monaural Hi-Fi

Basic units in DuMont 1959 line of stereophonic and monaural hi-fi units are Music Master hi-fi console, and the Rutland, Hanover, Brentwood and Rumson consoles. A portable hi-fi phono, Vagabond, is also included.

Console and consoles feature a stereo-monaural switch-on changer for playing stereophonic or monaural records; harmonizing companion stereo units are available AM-FM radio units are optional with consoles.

Music Master table models have a 6-watt, push-pull amplifier with 12-watts peak power; 2 electrostatic tweeters for hi-fi audio range; separate bass and treble controls with wide tone control range; compensated volume control; automatic shutoff after last record; set-and-forget volume control; 40-15,000 cps frequency response; automatic 4-speed record changer with ceramic plug-in cartridge and dual sapphire styli; terminals for extra speakers.

Music Master companion stereo unit has all above features without changer; stereo cartridge; unit connects with Music Master for true stereo hi-fi sound; hardwood cabinets mahogany, limed oak, walnut and fruitwood in Music Master also companion.

Rutland, Hanover, Brentwood and Rumson consoles have push-pull 12-watt amplifier with 24-watts peak rating; 2 electrostatic tweeters; 10-in. low frequency speaker in sealed "Dynacoustic" sound chamber. Full range bass and treble controls; presence control; set-and-forget compensated volume control; multiplex output jack for auxiliary FM stereo system; 40-15,000 cps frequency response; terminals for additional speakers; automatic 14-speed record changer; automatic shut-off control; plug-in ceramic phono cartridge; diamond stylus for LP's; ample record storage space.



DuMont Vagabond portable phono

Companion stereos to above consoles have all features without record changer.

Console models with AM/FM radio have separate tuning for AM/FM bands allowing reception of stereo broadcasts stereo companion unit is connected to main unit; AFC for drift-free FM reception. Rutland, Rumson, Hanover and Brentwood finished in mahogany, limed oak, walnut and fruitwood respectively.

Vagabond, hi-fi portable, in tweed, saddle tan, or alligator has 2 electrostatic tweeters; 8-in. speaker for low frequency sound range; 40-15,000 cps response; 3½-watt push-pull power amplifier with 7-watt rating; compensated volume control; separate bass and treble controls; automatic shut-off of amplifier and record player; set-and-forget volume control; automatic 4-speed changer; terminals for additional speakers; plug-in ceramic cartridge, dual sapphire styli.

Prices: Master \$159.95 in mahogany other woods slightly higher; all stereo companions \$75. Rutland, in mahogany, \$208.95; with AM/FM radio, \$269.95; all auxiliary units \$125. Vagabond, \$119.95 in tweed. Allen B. DuMont Laboratories Inc., 750 Bloomfield Ave., Clifton, N. J.



Philco table radio 826

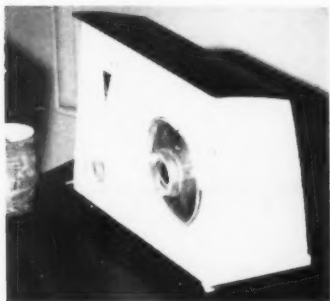
Philco Radio and Clock-Radio Line

"Slender Set" table and clock radio line for 1959 consists of 10 basic table models and 5 basic clock models.

Top of line T-900 transistor model features slant-back slender styling in 2-tone ivory and black with gold-trim; 7-transistor chassis; printed circuitry; built-in Magnecor antenna; operates on 4 flashlight batteries.

T-600, 6-transistor model, operates on 2 regular flashlight batter-

new products



Philco "full dress" radio 824

ies, completely finished front and back, 2-tone ivory and black, gold trim.

No. 963, 5-tube plus rectifier, has twin 4-in. speakers, illuminated, vernier tuning dial.

Models 828, 826, 824, 822 and 820 are 4-tube models with "clip-in" chassis; printed circuitry, loop antenna; slender styled in a variety of colors and finishes.

Top of clock-radio line, 761, a "His and Hers" twin speaker set with 5-tubes plus rectifier; 2 matched 4-in. speakers for single or dual performance; automatic



Philco clock-radio 755

clock; luminous hands. No. 755, automatic clock-radio, has 5-push-buttons on top for operation of on, off, sleep switch, radio and radio alarm lull-a-way circuit; luminous hands on clock. Nos. 753, 751 and 749 have 4-tube plus rectifiers; duo-sound 4 in. speakers; automatic clock with luminous hands. No. 749 has on-switch timer. All models have "Clip-in" chassis and printed circuitry, with built-in Magnecor aerial.

Prices, Table models from \$19.95 for 820 to \$59.95 for T-900.

Clock radios, from \$24.95 for 749 to \$49.95 for 761. Philco Corp., Tio-ga and "C" Sts., Philadelphia, Pa.



Sylvania Bolero table radio

Sylvania 1959 Clock and Table Radios

Complete new styling is featured in Sylvania's 1959 line of

six basic table radios and 5 basic clock-radios.

Top table model, Music Master, has two 5¼-in. front speakers; tuned RF stage; illuminated slide rule dial; modernistic 2-tone plastic cabinet; oversize ferrite loop antenna and phono jack; coral and white; turquoise and white, or gold and white.

Twintone, has dual 4-in. front speakers; phono jack slimline cabinet in 2-tone finishes similar to Music Master.

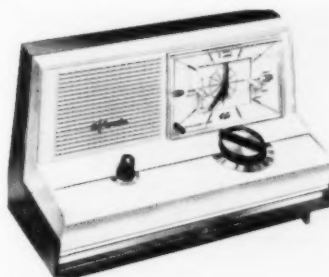
Park Ave, features unusual cabinet style in 2-tone sapphire and white or brown and white; 4-in. speaker; 4-in. tone resonator, both front-mounted; phono jack.

Bolero, has 4-in. speaker front-mounted; built-in loop antenna; 2-tone, coral or turquoise and white.

Minuet, 4-in. speaker, front-mounted; built-in loop antenna; front controls; antique white.

Symphotone, has 4-in. speaker, built-in AM loop antenna; side controls; ebony plastic cabinet.

Clock radio line's top model, Sky Lighter, features modern slimline cabinet; 5-in. speaker; illuminated slide-rule dial; Westclox timer with simplified pushbutton controls; automatic on-off delayed alarm; phono jack; 2-tone coral turquoise or gold and white.



Sylvania Night Lighter clock-radio

Night Lighter, in unique cabinet design has 4-in. front speaker; Panelescent-lighted clock face; Telechron timer with automatic on/off controls; clock-operated appliance outlet; delayed alarm; sapphire or brown and white.

Tempo Timer, 4-in. front speaker; Westclox timer with simplified controls; automatic on-off control; delayed alarm; clock-controlled appliance jack; antique white.

Waltz Timer, 4-in. front speaker; Westclox timer, simplified controls; automatic on-off control; delayed alarm; clock-controlled appliance jack; antique white.

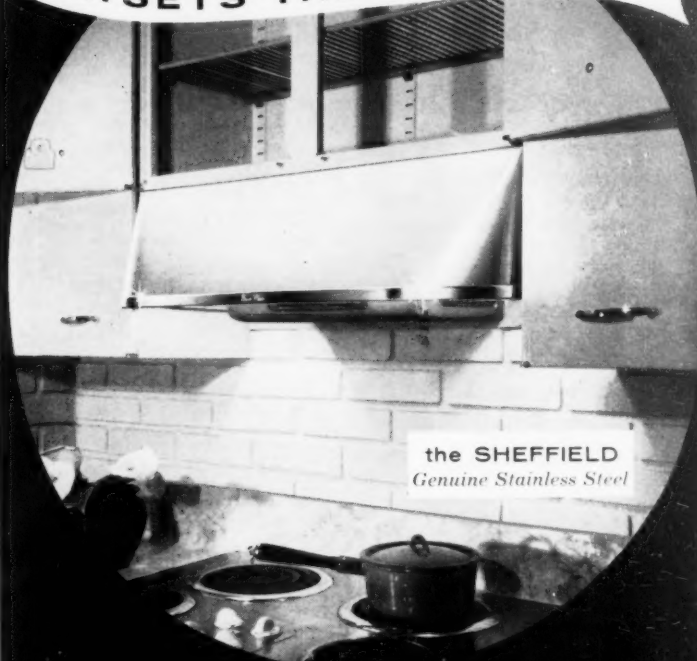
Swing Timer, 4-in. front speaker; ebony plastic cabinet; Westclox timer; simplified controls.

Prices: Table models from \$17.95 Symphotone to \$39.95 for Music Master; Clock-radios from \$24.95 for Swing Timer to \$54.95 for Sky Lighter. Sylvania Electric Products Inc., Home Electronics Div., Batavia, N. Y.

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Scheduled meetings

Indications are that the National Housewares Manufacturer's Association show scheduled for Atlantic City, N. J., July 7-11, will repeat its sell-out performance of 1957. Theme of the July show will be "Summer-Gateway to the Multi-Billion Dollar Housewares Market."

West coast buyers will have an opportunity to look over the latest in hi-fi and appliances during the last week in July. San Francisco's Merchandise Mart will be headquarters for the Western Summer Radio-TV & Appliance Market during the period, July 21-25.

Chicago plays host to the Natesa Annual Convention August 21 through 24. Sessions will take place daily in that city's Congress Hotel.

Dates for the Chicago Hi-Fi-deliity Show have been changed to Friday, Sept. 19, Saturday,

September 20, and Sunday, September 21. The new dates were decided upon in order to avoid conflict with a religious holiday.

The annual meeting of the Porcelain Enamel Institute will take place during the latter part of September. Announced dates for the meeting are September 25 through 27 at The Greenbrier, White Sulphur Springs, West Virginia.

Stereophonic sound and hi-fi manufacturers will show their newest and finest wares at the Music Merchants Show slated for Chicago's Palmer House, July 23-24. Indications are that music lovers will be shown some startling innovations in the field.

Annual meeting of the International Association of Electrical Leagues has been scheduled for early fall. This year's meeting will be held at the Shoreham Hotel in Washington, D. C.

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New Advertisements received by July 10th will appear in the August issue.



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*GBE is coming! For the full story, see the August issue of Electrical Merchandising.



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editorial

LAURENCE WRAY Editor



SAVINGS vs. CREDIT

We're a little bit confused. We've been reading a favorite recession statistic to the effect that "savings are at an all-time high." And we must admit that we like statistics which seem to prove that there is no basic reason for people not buying our goods. A little less order-taking, a little more hard-sell and things will really get rolling again. The people have the money, all piled in neat stacks, and the only thing we have to do is persuade them to part with some of it.

And then over our desk comes a copy of *Labor's Economic Review*, published by the AFL-CIO, and they say it ain't so. Oh, sure, there are some people with savings, but only a few—the great mass of American families, the working people, are living from hand to mouth and couldn't buy their way out of a grocery bag as far as savings are concerned. It all boils down to a matter of semantics. Whose figures you are quoting and what figures are included under the item "savings." Are you talking about "liquid assets," or "spendable savings?" There can be no doubt about the fact that American families possess an enormous amount of financial assets, the *Review* points out, but the crux of the matter lies in (1) who owns them, and (2) whether they are really "spendable."

And here's where they really begin to dig in. They quote the Securities and Exchange Commission to the effect that the financial assets of individuals in the U.S. totalled \$484 billion by the end of 1957. Shown in the box, at right, is the accounting SEC makes of consumer savings.

This is certainly a lot of money, any way you look at it. It is even more than the government debt. But the *Review* analyzes it to see what proportion really represents savings, or "spendable" savings. They figure that only about one-third of it belongs in that category and that even this one-third is held by a small minority of top-income families. Federal Reserve estimates that the top 10 percent of America's 57-million families owned 66 percent of the country's liquid assets and that the bottom 60 percent of the families owned only 3 percent. So it looks as though they might have a point.

Cash and checking accounts, totalling \$81 billion (items #1 and 2 below), are being drawn on for daily needs and is hardly "saved," they say. The savings deposits, Saving & Loan shares and U.S. Savings Bonds, totalling \$178 billion, (items #3, 4 and 5), include billions of dollars of assets that cannot be considered "personal" savings at all, they say, because they include assets of over three billion unincorporated businesses, trade unions, charities, churches, trust funds and the like.

The personally-owned federal, state and local bonds, totalling \$44 billion (Item #6), are not like savings bonds, they point out, because they are bought and sold at fluctuating prices in the financial market. They quote FRB to the effect that these bonds, plus all other marketable securities, are owned by only 11 percent of all families and that more than half of them belong to a mere one percent of top-income families.

Here's the way the SEC breaks down current consumer savings.

1. Currency in circulation (billions)	\$26
2. Demand deposits (checking accounts)	55
3. Savings deposits (including postal savings and shares in credit unions)	88
4. Savings & Loan Association shares	42
5. U.S. Savings Bonds	48
6. Other U.S., State and Local govt. bonds	44
7. Private insurance and pension reserves	118
8. Government insurance and pension reserves	63
Total Financial Assets (billions)	\$484
(in addition, individuals' holdings of corporate securities are estimated to total \$280 billion)	

Both private and government insurance and pension reserves, totalling over \$180 billion (items #7 and 8), cannot be called "spendable" savings, but are "contractual" savings, or frozen assets, which individuals earmark for sickness or old age.

It's an interesting analysis—loaded, of course, on the side of proving that government figures on individual savings contain an awful lot of dollars that cannot, or will not, be spent. In actual fact, the *Review* says—again quoting the Federal Reserve Board—that average liquid assets of skilled and semi-skilled workers in 1957 was \$212; and 26 percent had none. Unskilled and service workers averaged only \$6 in liquid assets and 49½ percent had none. Most of the truly liquid personal savings, cash on the barrel-head, are owned by a minority of our 57-million families: 18-million of them can raise from \$1 to \$500; 14-million of them have none at all.

Gad, figures are tiresome! And just as the Devil can quote the Scriptures for his own purpose, so can economists trot out statistics to prove a point. The *Labor Review's* analysis of the "savings myth" is, of course, a naked appeal for a cut in personal income taxes; to demolish the idea that people already have money to spend—especially on autos and appliances. But it is always healthy to look facts in the face. If the facts are unpleasant, it isn't going to do any good to merely ignore them. Plenty of important people in this country feel that the average family needs some relief from the tax load that is hampering their ability to buy the things they want and need. It doesn't look as though we are going to get such relief and maybe one of the reasons is that government officials, from the President on down, are bemused by statistics on "savings."

It seems to us, though, that the important point to remember is that very few people buy our goods out of savings. They buy them on the installment plan. And for the past year it is evident that people have been whittling down their installment debt and showing great reluctance to incur new obligations. Mort Farr discusses this problem at some length in his page up forward in this issue.

If the *Review's* claim that most people have very little "spendable" savings are fairly accurate, there is all the more reason we should actively merchandise credit.

End



Maybe we ought to let it go with just those bold, beautiful facts—but we'd like to quote a few quotes from a recent letter proprietor Hardy Rickbeil wrote us about Hamilton and his 52 year old appliance-furniture-hardware store. About profit: "... right at the top of our net profit list!" About service: "Service calls at a minimum... customers enthusiastic and happy." About selling: "Easy to sell with a floor-unit hooked up and ready to go... handy to deliver and install." About sales help: "... greatly appreciate sales help from factory and your distributor... famous brand name, backed by reputable factory... ready public acceptance." That's the Hamilton story, as told by Rickbeil's of Worthington, Minnesota. Makes fine reading, you bet. But doesn't it also make sense for you? Sure it does.

Hamilton

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We Expected Applause... But We're Getting An Ovation

**So...We're Pouring In Even More Sales Ammunition
To Help Make "Bushels of Sales" For You!**

Early public acceptance has been so great for the new Kelvinator K71H-11 refrigerator that we're going to back it to the hilt. The smashing spread in LIFE magazine shown below will climax a powerful campaign to reach the millions of American families who need this giant, super-space, 9-bushel Kelvinator... blasting the message home that here, at last, is the refrigerator they've been waiting for.

Just as American Motors analyzed the real need for transportation in the automobile industry... and built Rambler to fit that need... Kelvinator analyzed the refrigerator need. And we found the public doesn't want a warmed-over small-space model. They want adequate storage capacity... full door, including butter and cheese chests... a quality refrigerator at an inexpensive price. And Kelvinator has built the K71H-11 to fit that need!

**American Motors
Rambler Gives
Public The Car
It Wants**

**Now, We Have Done It Again-Here Is
For the 12 million families who
have outgrown their refrigerators**

9-Bushel Kelvinator

as low as only \$1.88 a week

-even less with trade-in

Thousands Of Kelvinator Dealers Are Offering The Biggest Value In Refrigerator History!

We urge you to see your local Kelvinator Dealer as soon as possible for the sensational, unprecedented refrigerator value... a value that accompanied today's refrigerator market.

Here's the mammoth frozen food storage space... all the fresh food storage you've been longing to own... plus a huge 11-bushel bonus unrefrigerated storage drawer in

space wanted in most other refrigerators. You have a wonder world of foodkeeping right at your fingertips. The glamorous new 9-bushel Kelvinator fits the needs of millions of consumers just like the economical, much-needed Rambler in filling a void in the transportation field.

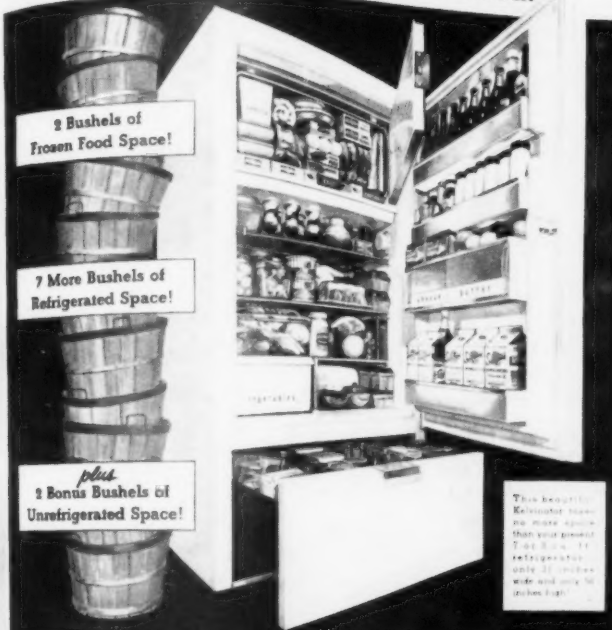
This is a Kelvinator quality product through and through, which can make meal-preparing easier, permit more variety in meals,

save shopping trips, save money while providing the best kind of meals for your family. If you're putting up with a crowded and inadequate refrigerator... don't do it another day. Go see your Kelvinator Dealer now. Never before... never again will you be able to have such a super-space one Kelvinator put into your kitchen at such little cost... and on such easy terms.

KELVINATOR • Detroit 32, Michigan

In Appliances, Too...AMERICAN MOTORS MEANS MORE FOR AMERICANS

The Refrigerator Millions Want And Need!



Compare this list of contents with what your old refrigerator holds!

In The Frozen... 10 lbs. meat 10 lbs. poultry 10 lbs. fish 10 lbs. frozen vegetables 10 lbs. frozen fruits 10 lbs. frozen desserts 10 lbs. frozen breads 10 lbs. frozen pastries 10 lbs. frozen pies 10 lbs. frozen cakes 10 lbs. frozen ice cream 10 lbs. frozen sherbet 10 lbs. frozen popsicles 10 lbs. frozen juice 10 lbs. frozen milk 10 lbs. frozen cream 10 lbs. frozen butter 10 lbs. frozen margarine 10 lbs. frozen shortening 10 lbs. frozen oil 10 lbs. frozen vinegar 10 lbs. frozen ketchup 10 lbs. frozen mustard 10 lbs. frozen mayonnaise 10 lbs. frozen salad dressing 10 lbs. frozen relish 10 lbs. frozen pickles 10 lbs. frozen olives 10 lbs. frozen onions 10 lbs. frozen garlic 10 lbs. frozen ginger 10 lbs. frozen turmeric 10 lbs. frozen paprika 10 lbs. frozen cayenne 10 lbs. frozen black pepper 10 lbs. frozen white pepper 10 lbs. frozen red pepper 10 lbs. frozen green pepper 10 lbs. frozen yellow pepper 10 lbs. frozen orange 10 lbs. frozen lemon 10 lbs. frozen lime 10 lbs. frozen grapefruit 10 lbs. frozen pineapple 10 lbs. frozen mango 10 lbs. frozen papaya 10 lbs. frozen guava 10 lbs. frozen kiwi 10 lbs. frozen melon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon	In The Refrigerator 10 lbs. meat 10 lbs. poultry 10 lbs. fish 10 lbs. frozen vegetables 10 lbs. frozen fruits 10 lbs. frozen desserts 10 lbs. frozen breads 10 lbs. frozen pastries 10 lbs. frozen pies 10 lbs. frozen cakes 10 lbs. frozen ice cream 10 lbs. frozen sherbet 10 lbs. frozen popsicles 10 lbs. frozen juice 10 lbs. frozen milk 10 lbs. frozen cream 10 lbs. frozen butter 10 lbs. frozen margarine 10 lbs. frozen shortening 10 lbs. frozen oil 10 lbs. frozen vinegar 10 lbs. frozen ketchup 10 lbs. frozen mustard 10 lbs. frozen mayonnaise 10 lbs. frozen salad dressing 10 lbs. frozen relish 10 lbs. frozen pickles 10 lbs. frozen olives 10 lbs. frozen onions 10 lbs. frozen garlic 10 lbs. frozen ginger 10 lbs. frozen turmeric 10 lbs. frozen paprika 10 lbs. frozen cayenne 10 lbs. frozen black pepper 10 lbs. frozen white pepper 10 lbs. frozen red pepper 10 lbs. frozen green pepper 10 lbs. frozen yellow pepper 10 lbs. frozen orange 10 lbs. frozen lemon 10 lbs. frozen lime 10 lbs. frozen grapefruit 10 lbs. frozen pineapple 10 lbs. frozen mango 10 lbs. frozen papaya 10 lbs. frozen guava 10 lbs. frozen kiwi 10 lbs. frozen melon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon	In The Unrefrigerated 10 lbs. meat 10 lbs. poultry 10 lbs. fish 10 lbs. frozen vegetables 10 lbs. frozen fruits 10 lbs. frozen desserts 10 lbs. frozen breads 10 lbs. frozen pastries 10 lbs. frozen pies 10 lbs. frozen cakes 10 lbs. frozen ice cream 10 lbs. frozen sherbet 10 lbs. frozen popsicles 10 lbs. frozen juice 10 lbs. frozen milk 10 lbs. frozen cream 10 lbs. frozen butter 10 lbs. frozen margarine 10 lbs. frozen shortening 10 lbs. frozen oil 10 lbs. frozen vinegar 10 lbs. frozen ketchup 10 lbs. frozen mustard 10 lbs. frozen mayonnaise 10 lbs. frozen salad dressing 10 lbs. frozen relish 10 lbs. frozen pickles 10 lbs. frozen olives 10 lbs. frozen onions 10 lbs. frozen garlic 10 lbs. frozen ginger 10 lbs. frozen turmeric 10 lbs. frozen paprika 10 lbs. frozen cayenne 10 lbs. frozen black pepper 10 lbs. frozen white pepper 10 lbs. frozen red pepper 10 lbs. frozen green pepper 10 lbs. frozen yellow pepper 10 lbs. frozen orange 10 lbs. frozen lemon 10 lbs. frozen lime 10 lbs. frozen grapefruit 10 lbs. frozen pineapple 10 lbs. frozen mango 10 lbs. frozen papaya 10 lbs. frozen guava 10 lbs. frozen kiwi 10 lbs. frozen melon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon 10 lbs. frozen cantaloupe 10 lbs. frozen honeydew 10 lbs. frozen watermelon
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LIFE

MILLIONS OF "LIFE" READERS will see this red-hot 9-bushel Kelvinator advertisement in the

July 14 issue. Here's a powerful sales story directed at the millions of families who have outgrown their refrigerators. It's a story that's going to bring good prospects to your store!

All it takes is good old-fashioned selling. Don't

miss out. The mammoth, multi-million market is there. You have the right product at the right price. Get behind this new Kelvinator K71H-11 for all it's worth. Sell, sell, sell... and watch how fast you reap "Bushels of Sales."

Only What's Best For Our Dealers Is Good For

Kelvinator

Division of American Motors Corp., Detroit 32, Mich.

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MEANS MORE

LIVE BETTER



FOR AMERICANS



ELECTRICALLY